



**BARB Establishment Survey**

**Quarterly Data Report: Total Network**

Oct 2017 to Dec 2017



**Ipsos Connect**



**BARB**  
BROADCASTERS' AUDIENCE RESEARCH BOARD

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**Oct - Dec 2017**

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This reports contains the weighted data results from the Establishment survey for the period Oct - Dec 2017

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

Appendices contain details of the survey objectives, sample design, response rates and standard definitions. A copy of the questionnaire is also included at the end of the report.

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**DATA PERIOD: QUARTERLY**  
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## **Household level data**

**Table 1: Social Grade**

Platforms available in household

|                 | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat<br>HH | Broadband    |
|-----------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------------|--------------|
|                 | HH           | HH           | HH           | HH          | HH           | HH                | HH                               | HH           |
| <b>Total HH</b> | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>                     | <b>24252</b> |
| %H (All HH)     |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                            | 85.8%        |
| %H (TV HH)      |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                            |              |
| <b>AB</b>       | <b>7009</b>  | <b>6671</b>  | <b>2786</b>  | <b>1066</b> | <b>4507</b>  | <b>1841</b>       | <b>2666</b>                      | <b>6745</b>  |
| %V              | 24.8%        | 24.7%        | 26.1%        | 26.3%       | 24.2%        | 26.3%             | 23.0%                            | 27.8%        |
| %H (All HH)     |              | 95.2%        | 39.7%        | 15.2%       | 64.3%        | 26.3%             | 38.0%                            | 96.2%        |
| %H (TV HH)      |              |              | 41.8%        | 16.0%       | 67.6%        | 27.6%             | 40.0%                            |              |
| <b>C1</b>       | <b>7669</b>  | <b>7267</b>  | <b>2882</b>  | <b>1215</b> | <b>5000</b>  | <b>1992</b>       | <b>3009</b>                      | <b>6969</b>  |
| %V              | 27.1%        | 27.0%        | 27.1%        | 30.0%       | 26.9%        | 28.5%             | 26.0%                            | 28.7%        |
| %H (All HH)     |              | 94.8%        | 37.6%        | 15.8%       | 65.2%        | 26.0%             | 39.2%                            | 90.9%        |
| %H (TV HH)      |              |              | 39.7%        | 16.7%       | 68.8%        | 27.4%             | 41.4%                            |              |
| <b>C2</b>       | <b>5810</b>  | <b>5651</b>  | <b>2442</b>  | <b>860</b>  | <b>3892</b>  | <b>1636</b>       | <b>2256</b>                      | <b>5027</b>  |
| %V              | 20.6%        | 21.0%        | 22.9%        | 21.3%       | 20.9%        | 23.4%             | 19.5%                            | 20.7%        |
| %H (All HH)     |              | 97.3%        | 42.0%        | 14.8%       | 67.0%        | 28.2%             | 38.8%                            | 86.5%        |
| %H (TV HH)      |              |              | 43.2%        | 15.2%       | 68.9%        | 29.0%             | 39.9%                            |              |
| <b>D</b>        | <b>4466</b>  | <b>4197</b>  | <b>1619</b>  | <b>550</b>  | <b>2816</b>  | <b>957</b>        | <b>1859</b>                      | <b>3570</b>  |
| %V              | 15.8%        | 15.6%        | 15.2%        | 13.6%       | 15.1%        | 13.7%             | 16.0%                            | 14.7%        |
| %H (All HH)     |              | 94.0%        | 36.3%        | 12.3%       | 63.1%        | 21.4%             | 41.6%                            | 79.9%        |
| %H (TV HH)      |              |              | 38.6%        | 13.1%       | 67.1%        | 22.8%             | 44.3%                            |              |
| <b>E</b>        | <b>3317</b>  | <b>3170</b>  | <b>924</b>   | <b>357</b>  | <b>2372</b>  | <b>568</b>        | <b>1805</b>                      | <b>1942</b>  |
| %V              | 11.7%        | 11.8%        | 8.7%         | 8.8%        | 12.8%        | 8.1%              | 15.6%                            | 8.0%         |
| %H (All HH)     |              | 95.6%        | 27.9%        | 10.8%       | 71.5%        | 17.1%             | 54.4%                            | 58.5%        |
| %H (TV HH)      |              |              | 29.1%        | 11.3%       | 74.8%        | 17.9%             | 56.9%                            |              |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Household level data**

**Table 2: Houseperson Age**

Platforms available in household

|                 | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband    |
|-----------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------|--------------|
|                 | HH           | HH           | HH           | HH          | HH           | HH                | HH                         | HH           |
| <b>Total HH</b> | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>               | <b>24252</b> |
| %H (All HH)     |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                      | 85.8%        |
| %H (TV HH)      |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                      |              |
| <b>Under 25</b> | <b>1155</b>  | <b>967</b>   | <b>298</b>   | <b>99</b>   | <b>586</b>   | <b>159</b>        | <b>427</b>                 | <b>1101</b>  |
| %V              | 4.1%         | 3.6%         | 2.8%         | 2.4%        | 3.2%         | 2.3%              | 3.7%                       | 4.5%         |
| %H (All HH)     |              | 83.7%        | 25.8%        | 8.6%        | 50.7%        | 13.8%             | 37.0%                      | 95.3%        |
| %H (TV HH)      |              |              | 30.8%        | 10.2%       | 60.6%        | 16.4%             | 44.2%                      |              |
| <b>25 - 34</b>  | <b>4419</b>  | <b>3943</b>  | <b>1621</b>  | <b>593</b>  | <b>2305</b>  | <b>915</b>        | <b>1390</b>                | <b>4244</b>  |
| %V              | 15.6%        | 14.6%        | 15.2%        | 14.7%       | 12.4%        | 13.1%             | 12.0%                      | 17.5%        |
| %H (All HH)     |              | 89.2%        | 36.7%        | 13.4%       | 52.2%        | 20.7%             | 31.5%                      | 96.0%        |
| %H (TV HH)      |              |              | 41.1%        | 15.0%       | 58.5%        | 23.2%             | 35.3%                      |              |
| <b>35 - 44</b>  | <b>4681</b>  | <b>4430</b>  | <b>2086</b>  | <b>737</b>  | <b>2642</b>  | <b>1183</b>       | <b>1459</b>                | <b>4535</b>  |
| %V              | 16.6%        | 16.4%        | 19.6%        | 18.2%       | 14.2%        | 16.9%             | 12.6%                      | 18.7%        |
| %H (All HH)     |              | 94.6%        | 44.6%        | 15.7%       | 56.4%        | 25.3%             | 31.2%                      | 96.9%        |
| %H (TV HH)      |              |              | 47.1%        | 16.6%       | 59.6%        | 26.7%             | 32.9%                      |              |
| <b>45 - 54</b>  | <b>5370</b>  | <b>5201</b>  | <b>2355</b>  | <b>990</b>  | <b>3439</b>  | <b>1596</b>       | <b>1843</b>                | <b>5072</b>  |
| %V              | 19.0%        | 19.3%        | 22.1%        | 24.5%       | 18.5%        | 22.8%             | 15.9%                      | 20.9%        |
| %H (All HH)     |              | 96.9%        | 43.9%        | 18.4%       | 64.0%        | 29.7%             | 34.3%                      | 94.5%        |
| %H (TV HH)      |              |              | 45.3%        | 19.0%       | 66.1%        | 30.7%             | 35.4%                      |              |
| <b>55 - 64</b>  | <b>4738</b>  | <b>4623</b>  | <b>1947</b>  | <b>729</b>  | <b>3334</b>  | <b>1405</b>       | <b>1929</b>                | <b>4251</b>  |
| %V              | 16.8%        | 17.2%        | 18.3%        | 18.0%       | 17.9%        | 20.1%             | 16.6%                      | 17.5%        |
| %H (All HH)     |              | 97.6%        | 41.1%        | 15.4%       | 70.4%        | 29.7%             | 40.7%                      | 89.7%        |
| %H (TV HH)      |              |              | 42.1%        | 15.8%       | 72.1%        | 30.4%             | 41.7%                      |              |
| <b>65 +</b>     | <b>7909</b>  | <b>7793</b>  | <b>2346</b>  | <b>899</b>  | <b>6282</b>  | <b>1736</b>       | <b>4546</b>                | <b>5050</b>  |
| %V              | 28.0%        | 28.9%        | 22.0%        | 22.2%       | 33.8%        | 24.8%             | 39.2%                      | 20.8%        |
| %H (All HH)     |              | 98.5%        | 29.7%        | 11.4%       | 79.4%        | 21.9%             | 57.5%                      | 63.9%        |
| %H (TV HH)      |              |              | 30.1%        | 11.5%       | 80.6%        | 22.3%             | 58.3%                      |              |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Household level data**

**Table 3: Size of Household**

Platforms available in household

|                        | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband    |
|------------------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------|--------------|
|                        | HH           | HH           | HH           | HH          | HH           | HH                | HH                         | HH           |
| <b>Total HH</b>        | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>               | <b>24252</b> |
| %H (All HH)            |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                      | 85.8%        |
| %H (TV HH)             |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                      |              |
| <b>1</b>               | <b>8760</b>  | <b>8112</b>  | <b>2138</b>  | <b>878</b>  | <b>6181</b>  | <b>1302</b>       | <b>4879</b>                | <b>5777</b>  |
| %V                     | 31.0%        | 30.1%        | 20.1%        | 21.7%       | 33.3%        | 18.6%             | 42.1%                      | 23.8%        |
| %H (All HH)            |              | 92.6%        | 24.4%        | 10.0%       | 70.6%        | 14.9%             | 55.7%                      | 65.9%        |
| %H (TV HH)             |              |              | 26.4%        | 10.8%       | 76.2%        | 16.1%             | 60.1%                      |              |
| <b>2</b>               | <b>9862</b>  | <b>9523</b>  | <b>4003</b>  | <b>1468</b> | <b>6568</b>  | <b>2707</b>       | <b>3861</b>                | <b>8989</b>  |
| %V                     | 34.9%        | 35.3%        | 37.6%        | 36.3%       | 35.3%        | 38.7%             | 33.3%                      | 37.1%        |
| %H (All HH)            |              | 96.6%        | 40.6%        | 14.9%       | 66.6%        | 27.4%             | 39.2%                      | 91.1%        |
| %H (TV HH)             |              |              | 42.0%        | 15.4%       | 69.0%        | 28.4%             | 40.5%                      |              |
| <b>3</b>               | <b>4261</b>  | <b>4113</b>  | <b>1952</b>  | <b>723</b>  | <b>2603</b>  | <b>1277</b>       | <b>1326</b>                | <b>4156</b>  |
| %V                     | 15.1%        | 15.3%        | 18.3%        | 17.9%       | 14.0%        | 18.3%             | 11.4%                      | 17.1%        |
| %H (All HH)            |              | 96.5%        | 45.8%        | 17.0%       | 61.1%        | 30.0%             | 31.1%                      | 97.5%        |
| %H (TV HH)             |              |              | 47.5%        | 17.6%       | 63.3%        | 31.0%             | 32.2%                      |              |
| <b>4</b>               | <b>3615</b>  | <b>3521</b>  | <b>1789</b>  | <b>638</b>  | <b>2202</b>  | <b>1199</b>       | <b>1004</b>                | <b>3574</b>  |
| %V                     | 12.8%        | 13.1%        | 16.8%        | 15.8%       | 11.8%        | 17.1%             | 8.7%                       | 14.7%        |
| %H (All HH)            |              | 97.4%        | 49.5%        | 17.6%       | 60.9%        | 33.2%             | 27.8%                      | 98.9%        |
| %H (TV HH)             |              |              | 50.8%        | 18.1%       | 62.5%        | 34.1%             | 28.5%                      |              |
| <b>5+</b>              | <b>1774</b>  | <b>1688</b>  | <b>771</b>   | <b>338</b>  | <b>1033</b>  | <b>508</b>        | <b>525</b>                 | <b>1755</b>  |
| %V                     | 6.3%         | 6.3%         | 7.2%         | 8.4%        | 5.6%         | 7.3%              | 4.5%                       | 7.2%         |
| %H (All HH)            |              | 95.2%        | 43.5%        | 19.1%       | 58.2%        | 28.6%             | 29.6%                      | 98.9%        |
| %H (TV HH)             |              |              | 45.7%        | 20.0%       | 61.2%        | 30.1%             | 31.1%                      |              |
| <b>Average HH size</b> | <b>2.31</b>  | <b>2.33</b>  | <b>2.57</b>  | <b>2.57</b> | <b>2.24</b>  | <b>2.59</b>       | <b>2.02</b>                | <b>2.48</b>  |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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**Household level data**

**Table 4: Presence of Children**

Platforms available in household

|                 | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband    |
|-----------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------|--------------|
|                 | HH           | HH           | HH           | HH          | HH           | HH                | HH                         | HH           |
| <b>Total HH</b> | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>               | <b>24252</b> |
| %H (All HH)     |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                      | 85.8%        |
| %H (TV HH)      |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                      |              |
| <b>Without</b>  | <b>21112</b> | <b>19990</b> | <b>7342</b>  | <b>2842</b> | <b>14305</b> | <b>4916</b>       | <b>9389</b>                | <b>17238</b> |
| %V              | 74.7%        | 74.2%        | 68.9%        | 70.2%       | 77.0%        | 70.3%             | 81.0%                      | 71.1%        |
| %H (All HH)     |              | 94.7%        | 34.8%        | 13.5%       | 67.8%        | 23.3%             | 44.5%                      | 81.7%        |
| %H (TV HH)      |              |              | 36.7%        | 14.2%       | 71.6%        | 24.6%             | 47.0%                      |              |
| <b>With</b>     | <b>7159</b>  | <b>6966</b>  | <b>3311</b>  | <b>1204</b> | <b>4283</b>  | <b>2077</b>       | <b>2206</b>                | <b>7014</b>  |
| %V              | 25.3%        | 25.8%        | 31.1%        | 29.8%       | 23.0%        | 29.7%             | 19.0%                      | 28.9%        |
| %H (All HH)     |              | 97.3%        | 46.2%        | 16.8%       | 59.8%        | 29.0%             | 30.8%                      | 98.0%        |
| %H (TV HH)      |              |              | 47.5%        | 17.3%       | 61.5%        | 29.8%             | 31.7%                      |              |
| <b>0 - 3</b>    | <b>2708</b>  | <b>2596</b>  | <b>1203</b>  | <b>400</b>  | <b>1540</b>  | <b>669</b>        | <b>872</b>                 | <b>2631</b>  |
| %V              | 9.6%         | 9.6%         | 11.3%        | 9.9%        | 8.3%         | 9.6%              | 7.5%                       | 10.8%        |
| %H (All HH)     |              | 95.9%        | 44.4%        | 14.8%       | 56.9%        | 24.7%             | 32.2%                      | 97.2%        |
| %H (TV HH)      |              |              | 46.3%        | 15.4%       | 59.3%        | 25.8%             | 33.6%                      |              |
| <b>4 - 9</b>    | <b>3742</b>  | <b>3650</b>  | <b>1737</b>  | <b>615</b>  | <b>2178</b>  | <b>1028</b>       | <b>1150</b>                | <b>3672</b>  |
| %V              | 13.2%        | 13.5%        | 16.3%        | 15.2%       | 11.7%        | 14.7%             | 9.9%                       | 15.1%        |
| %H (All HH)     |              | 97.5%        | 46.4%        | 16.4%       | 58.2%        | 27.5%             | 30.7%                      | 98.1%        |
| %H (TV HH)      |              |              | 47.6%        | 16.8%       | 59.7%        | 28.2%             | 31.5%                      |              |
| <b>10 - 15</b>  | <b>3315</b>  | <b>3241</b>  | <b>1604</b>  | <b>616</b>  | <b>2072</b>  | <b>1127</b>       | <b>945</b>                 | <b>3276</b>  |
| %V              | 11.7%        | 12.0%        | 15.1%        | 15.2%       | 11.1%        | 16.1%             | 8.2%                       | 13.5%        |
| %H (All HH)     |              | 97.8%        | 48.4%        | 18.6%       | 62.5%        | 34.0%             | 28.5%                      | 98.8%        |
| %H (TV HH)      |              |              | 49.5%        | 19.0%       | 63.9%        | 34.8%             | 29.2%                      |              |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Household level data**

**Table 5: Number of TV sets in household**

Platforms available in household

|                 |             | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband    |
|-----------------|-------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------|--------------|
|                 |             | HH           | HH           | HH           | HH          | HH           | HH                | HH                         | HH           |
| <b>Total HH</b> |             | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>               | <b>24252</b> |
|                 | %H (All HH) |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                      | 85.8%        |
|                 | %H (TV HH)  |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                      |              |
| <b>1</b>        |             | <b>11540</b> | <b>11540</b> | <b>3553</b>  | <b>1454</b> | <b>7105</b>  | <b>1214</b>       | <b>5891</b>                | <b>9050</b>  |
|                 | %V          | 40.8%        | 42.8%        | 33.3%        | 35.9%       | 38.2%        | 17.4%             | 50.8%                      | 37.3%        |
|                 | %H (All HH) |              | 100.0%       | 30.8%        | 12.6%       | 61.6%        | 10.5%             | 51.0%                      | 78.4%        |
|                 | %H (TV HH)  |              |              | 30.8%        | 12.6%       | 61.6%        | 10.5%             | 51.0%                      |              |
| <b>2</b>        |             | <b>8663</b>  | <b>8663</b>  | <b>3575</b>  | <b>1398</b> | <b>6196</b>  | <b>2565</b>       | <b>3631</b>                | <b>7584</b>  |
|                 | %V          | 30.6%        | 32.1%        | 33.6%        | 34.5%       | 33.3%        | 36.7%             | 31.3%                      | 31.3%        |
|                 | %H (All HH) |              | 100.0%       | 41.3%        | 16.1%       | 71.5%        | 29.6%             | 41.9%                      | 87.5%        |
|                 | %H (TV HH)  |              |              | 41.3%        | 16.1%       | 71.5%        | 29.6%             | 41.9%                      |              |
| <b>3</b>        |             | <b>4112</b>  | <b>4112</b>  | <b>2062</b>  | <b>730</b>  | <b>3155</b>  | <b>1819</b>       | <b>1336</b>                | <b>3924</b>  |
|                 | %V          | 14.5%        | 15.3%        | 19.4%        | 18.0%       | 17.0%        | 26.0%             | 11.5%                      | 16.2%        |
|                 | %H (All HH) |              | 100.0%       | 50.1%        | 17.8%       | 76.7%        | 44.2%             | 32.5%                      | 95.4%        |
|                 | %H (TV HH)  |              |              | 50.1%        | 17.8%       | 76.7%        | 44.2%             | 32.5%                      |              |
| <b>4</b>        |             | <b>1752</b>  | <b>1752</b>  | <b>957</b>   | <b>299</b>  | <b>1412</b>  | <b>907</b>        | <b>505</b>                 | <b>1708</b>  |
|                 | %V          | 6.2%         | 6.5%         | 9.0%         | 7.4%        | 7.6%         | 13.0%             | 4.4%                       | 7.0%         |
|                 | %H (All HH) |              | 100.0%       | 54.6%        | 17.1%       | 80.6%        | 51.8%             | 28.8%                      | 97.5%        |
|                 | %H (TV HH)  |              |              | 54.6%        | 17.1%       | 80.6%        | 51.8%             | 28.8%                      |              |
| <b>5+</b>       |             | <b>889</b>   | <b>889</b>   | <b>506</b>   | <b>167</b>  | <b>719</b>   | <b>488</b>        | <b>232</b>                 | <b>889</b>   |
|                 | %V          | 3.1%         | 3.3%         | 4.7%         | 4.1%        | 3.9%         | 7.0%              | 2.0%                       | 3.7%         |
|                 | %H (All HH) |              | 100.0%       | 56.9%        | 18.8%       | 80.9%        | 54.9%             | 26.1%                      | 100.0%       |
|                 | %H (TV HH)  |              |              | 56.9%        | 18.8%       | 80.9%        | 54.9%             | 26.1%                      |              |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH



# BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY  
Oct - Dec 2017

Household level data

Table 6: Screen size

Platforms available in household

|                  | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband    |
|------------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------|--------------|
|                  | HH           | HH           | HH           | HH          | HH           | HH                | HH                         | HH           |
| <b>Total HH</b>  | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>               | <b>24252</b> |
| %H (All HH)      |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                      | 85.8%        |
| %H (TV HH)       |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                      |              |
| <b>Under 20"</b> | <b>3298</b>  | <b>3298</b>  | <b>1318</b>  | <b>446</b>  | <b>2782</b>  | <b>1255</b>       | <b>1527</b>                | <b>2844</b>  |
| %V               | 11.7%        | 12.2%        | 12.4%        | 11.0%       | 15.0%        | 17.9%             | 13.2%                      | 11.7%        |
| %H (All HH)      |              | 100.0%       | 40.0%        | 13.5%       | 84.4%        | 38.1%             | 46.3%                      | 86.2%        |
| %H (TV HH)       |              |              | 40.0%        | 13.5%       | 84.4%        | 38.1%             | 46.3%                      |              |
| <b>20" - 29"</b> | <b>7594</b>  | <b>7594</b>  | <b>2884</b>  | <b>1090</b> | <b>6080</b>  | <b>2521</b>       | <b>3560</b>                | <b>6474</b>  |
| %V               | 26.9%        | 28.2%        | 27.1%        | 26.9%       | 32.7%        | 36.1%             | 30.7%                      | 26.7%        |
| %H (All HH)      |              | 100.0%       | 38.0%        | 14.4%       | 80.1%        | 33.2%             | 46.9%                      | 85.3%        |
| %H (TV HH)       |              |              | 38.0%        | 14.4%       | 80.1%        | 33.2%             | 46.9%                      |              |
| <b>30" - 39"</b> | <b>12662</b> | <b>12662</b> | <b>5110</b>  | <b>1883</b> | <b>9142</b>  | <b>3713</b>       | <b>5429</b>                | <b>11014</b> |
| %V               | 44.8%        | 47.0%        | 48.0%        | 46.5%       | 49.2%        | 53.1%             | 46.8%                      | 45.4%        |
| %H (All HH)      |              | 100.0%       | 40.4%        | 14.9%       | 72.2%        | 29.3%             | 42.9%                      | 87.0%        |
| %H (TV HH)       |              |              | 40.4%        | 14.9%       | 72.2%        | 29.3%             | 42.9%                      |              |
| <b>40" - 49"</b> | <b>13187</b> | <b>13187</b> | <b>6114</b>  | <b>2258</b> | <b>8827</b>  | <b>4220</b>       | <b>4607</b>                | <b>12066</b> |
| %V               | 46.6%        | 48.9%        | 57.4%        | 55.8%       | 47.5%        | 60.3%             | 39.7%                      | 49.8%        |
| %H (All HH)      |              | 100.0%       | 46.4%        | 17.1%       | 66.9%        | 32.0%             | 34.9%                      | 91.5%        |
| %H (TV HH)       |              |              | 46.4%        | 17.1%       | 66.9%        | 32.0%             | 34.9%                      |              |
| <b>50" - 59"</b> | <b>4341</b>  | <b>4341</b>  | <b>2329</b>  | <b>797</b>  | <b>2749</b>  | <b>1597</b>       | <b>1152</b>                | <b>4200</b>  |
| %V               | 15.4%        | 16.1%        | 21.9%        | 19.7%       | 14.8%        | 22.8%             | 9.9%                       | 17.3%        |
| %H (All HH)      |              | 100.0%       | 53.7%        | 18.4%       | 63.3%        | 36.8%             | 26.5%                      | 96.8%        |
| %H (TV HH)       |              |              | 53.7%        | 18.4%       | 63.3%        | 36.8%             | 26.5%                      |              |
| <b>60"+</b>      | <b>475</b>   | <b>475</b>   | <b>282</b>   | <b>93</b>   | <b>263</b>   | <b>162</b>        | <b>101</b>                 | <b>474</b>   |
| %V               | 1.7%         | 1.8%         | 2.6%         | 2.3%        | 1.4%         | 2.3%              | 0.9%                       | 2.0%         |
| %H (All HH)      |              | 100.0%       | 59.4%        | 19.6%       | 55.4%        | 34.1%             | 21.3%                      | 99.8%        |
| %H (TV HH)       |              |              | 59.4%        | 19.6%       | 55.4%        | 34.1%             | 21.3%                      |              |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Household level data**

**Table 7: Location of ANY set in household**

Platforms available in household

|                                  | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband    |
|----------------------------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------|--------------|
|                                  | HH           | HH           | HH           | HH          | HH           | HH                | HH                         | HH           |
| <b>Total HH</b>                  | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>               | <b>24252</b> |
| %H (All HH)                      |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                      | 85.8%        |
| %H (TV HH)                       |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                      |              |
| <b>Main living room</b>          | <b>26657</b> | <b>26657</b> | <b>10577</b> | <b>4025</b> | <b>18385</b> | <b>6944</b>       | <b>11441</b>               | <b>22897</b> |
| %V                               | 94.3%        | 98.9%        | 99.3%        | 99.5%       | 98.9%        | 99.3%             | 98.7%                      | 94.4%        |
| %H (All HH)                      |              | 100.0%       | 39.7%        | 15.1%       | 69.0%        | 26.0%             | 42.9%                      | 85.9%        |
| %H (TV HH)                       |              |              | 39.7%        | 15.1%       | 69.0%        | 26.0%             | 42.9%                      |              |
| <b>Kitchen</b>                   | <b>3121</b>  | <b>3121</b>  | <b>1472</b>  | <b>457</b>  | <b>2620</b>  | <b>1399</b>       | <b>1221</b>                | <b>2908</b>  |
| %V                               | 11.0%        | 11.6%        | 13.8%        | 11.3%       | 14.1%        | 20.0%             | 10.5%                      | 12.0%        |
| %H (All HH)                      |              | 100.0%       | 47.2%        | 14.6%       | 83.9%        | 44.8%             | 39.1%                      | 93.2%        |
| %H (TV HH)                       |              |              | 47.2%        | 14.6%       | 83.9%        | 44.8%             | 39.1%                      |              |
| <b>Adult's bedroom</b>           | <b>11868</b> | <b>11868</b> | <b>5526</b>  | <b>2010</b> | <b>8886</b>  | <b>4589</b>       | <b>4298</b>                | <b>10863</b> |
| %V                               | 42.0%        | 44.0%        | 51.9%        | 49.7%       | 47.8%        | 65.6%             | 37.1%                      | 44.8%        |
| %H (All HH)                      |              | 100.0%       | 46.6%        | 16.9%       | 74.9%        | 38.7%             | 36.2%                      | 91.5%        |
| %H (TV HH)                       |              |              | 46.6%        | 16.9%       | 74.9%        | 38.7%             | 36.2%                      |              |
| <b>Child's bedroom</b>           | <b>2267</b>  | <b>2267</b>  | <b>1150</b>  | <b>455</b>  | <b>1627</b>  | <b>974</b>        | <b>653</b>                 | <b>2230</b>  |
| %V                               | 8.0%         | 8.4%         | 10.8%        | 11.2%       | 8.8%         | 13.9%             | 5.6%                       | 9.2%         |
| %H (All HH)                      |              | 100.0%       | 50.7%        | 20.1%       | 71.8%        | 43.0%             | 28.8%                      | 98.4%        |
| %H (TV HH)                       |              |              | 50.7%        | 20.1%       | 71.8%        | 43.0%             | 28.8%                      |              |
| <b>Other bedroom</b>             | <b>1514</b>  | <b>1514</b>  | <b>755</b>   | <b>273</b>  | <b>1151</b>  | <b>664</b>        | <b>487</b>                 | <b>1470</b>  |
| %V                               | 5.4%         | 5.6%         | 7.1%         | 6.7%        | 6.2%         | 9.5%              | 4.2%                       | 6.1%         |
| %H (All HH)                      |              | 100.0%       | 49.9%        | 18.0%       | 76.0%        | 43.9%             | 32.2%                      | 97.1%        |
| %H (TV HH)                       |              |              | 49.9%        | 18.0%       | 76.0%        | 43.9%             | 32.2%                      |              |
| <b>Second living/dining room</b> | <b>2524</b>  | <b>2524</b>  | <b>1240</b>  | <b>432</b>  | <b>1913</b>  | <b>1045</b>       | <b>867</b>                 | <b>2345</b>  |
| %V                               | 8.9%         | 9.4%         | 11.6%        | 10.7%       | 10.3%        | 14.9%             | 7.5%                       | 9.7%         |
| %H (All HH)                      |              | 100.0%       | 49.1%        | 17.1%       | 75.8%        | 41.4%             | 34.4%                      | 92.9%        |
| %H (TV HH)                       |              |              | 49.1%        | 17.1%       | 75.8%        | 41.4%             | 34.4%                      |              |
| <b>Study/office</b>              | <b>429</b>   | <b>429</b>   | <b>193</b>   | <b>75</b>   | <b>329</b>   | <b>162</b>        | <b>167</b>                 | <b>418</b>   |
| %V                               | 1.5%         | 1.6%         | 1.8%         | 1.9%        | 1.8%         | 2.3%              | 1.4%                       | 1.7%         |
| %H (All HH)                      |              | 100.0%       | 45.0%        | 17.5%       | 76.7%        | 37.8%             | 38.9%                      | 97.4%        |
| %H (TV HH)                       |              |              | 45.0%        | 17.5%       | 76.7%        | 37.8%             | 38.9%                      |              |
| <b>TV room</b>                   | <b>215</b>   | <b>215</b>   | <b>120</b>   | <b>34</b>   | <b>155</b>   | <b>100</b>        | <b>54</b>                  | <b>213</b>   |
| %V                               | 0.8%         | 0.8%         | 1.1%         | 0.8%        | 0.8%         | 1.4%              | 0.5%                       | 0.9%         |
| %H (All HH)                      |              | 100.0%       | 55.8%        | 15.8%       | 72.1%        | 46.5%             | 25.1%                      | 99.1%        |
| %H (TV HH)                       |              |              | 55.8%        | 15.8%       | 72.1%        | 46.5%             | 25.1%                      |              |
| <b>Conservatory</b>              | <b>503</b>   | <b>503</b>   | <b>259</b>   | <b>78</b>   | <b>396</b>   | <b>219</b>        | <b>177</b>                 | <b>485</b>   |
| %V                               | 1.8%         | 1.9%         | 2.4%         | 1.9%        | 2.1%         | 3.1%              | 1.5%                       | 2.0%         |
| %H (All HH)                      |              | 100.0%       | 51.5%        | 15.5%       | 78.7%        | 43.5%             | 35.2%                      | 96.4%        |
| %H (TV HH)                       |              |              | 51.5%        | 15.5%       | 78.7%        | 43.5%             | 35.2%                      |              |
| <b>Attic or loft room</b>        | <b>82</b>    | <b>82</b>    | <b>47</b>    | <b>16</b>   | <b>62</b>    | <b>42</b>         | <b>20</b>                  | <b>80</b>    |
| %V                               | 0.3%         | 0.3%         | 0.4%         | 0.4%        | 0.3%         | 0.6%              | 0.2%                       | 0.3%         |
| %H (All HH)                      |              | 100.0%       | 57.3%        | 19.5%       | 75.6%        | 51.2%             | 24.4%                      | 97.6%        |
| %H (TV HH)                       |              |              | 57.3%        | 19.5%       | 75.6%        | 51.2%             | 24.4%                      |              |
| <b>No specific location</b>      | <b>43</b>    | <b>43</b>    | <b>22</b>    | <b>10</b>   | <b>36</b>    | <b>22</b>         | <b>14</b>                  | <b>41</b>    |
| %V                               | 0.2%         | 0.2%         | 0.2%         | 0.2%        | 0.2%         | 0.3%              | 0.1%                       | 0.2%         |
| %H (All HH)                      |              | 100.0%       | 51.2%        | 23.3%       | 83.7%        | 51.2%             | 32.6%                      | 95.3%        |
| %H (TV HH)                       |              |              | 51.2%        | 23.3%       | 83.7%        | 51.2%             | 32.6%                      |              |
| <b>Other</b>                     | <b>267</b>   | <b>267</b>   | <b>149</b>   | <b>48</b>   | <b>207</b>   | <b>141</b>        | <b>67</b>                  | <b>254</b>   |
| %V                               | 0.9%         | 1.0%         | 1.4%         | 1.2%        | 1.1%         | 2.0%              | 0.6%                       | 1.0%         |
| %H (All HH)                      |              | 100.0%       | 55.8%        | 18.0%       | 77.5%        | 52.8%             | 25.1%                      | 95.1%        |
| %H (TV HH)                       |              |              | 55.8%        | 18.0%       | 77.5%        | 52.8%             | 25.1%                      |              |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Household level data**

**Table 8: Platform provider**

Platforms available in household

|                                 | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband    |
|---------------------------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------|--------------|
|                                 | HH           | HH           | HH           | HH          | HH           | HH                | HH                         | HH           |
| <b>Total HH</b>                 | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>               | <b>24252</b> |
| %V (All HH)                     |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                      | 85.8%        |
| %H (TV HH)                      |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                      |              |
| <b>Any DSAT provider</b>        | <b>10654</b> | <b>10654</b> | <b>10654</b> | <b>183</b>  | <b>5227</b>  | <b>5227</b>       | <b>0</b>                   | <b>9928</b>  |
| %V                              | 37.7%        | 39.5%        | 100.0%       | 4.5%        | 28.1%        | 74.7%             | 0.0%                       | 40.9%        |
| %H (All HH)                     |              |              | 100.0%       | 1.7%        | 49.1%        | 49.1%             | 0.0%                       | 93.2%        |
| %H (TV HH)                      |              |              | 100.0%       | 1.7%        | 49.1%        | 49.1%             | 0.0%                       |              |
| <b>Sky with subscription</b>    | <b>8642</b>  | <b>8642</b>  | <b>8642</b>  | <b>82</b>   | <b>4252</b>  | <b>4252</b>       | <b>0</b>                   | <b>8173</b>  |
| %V                              | 30.6%        | 32.1%        | 81.1%        | 2.0%        | 22.9%        | 60.8%             | 0.0%                       | 33.7%        |
| %H (All HH)                     |              |              | 100.0%       | 0.9%        | 49.2%        | 49.2%             | 0.0%                       | 94.6%        |
| %H (TV HH)                      |              |              | 100.0%       | 0.9%        | 49.2%        | 49.2%             | 0.0%                       |              |
| <b>Sky without subscription</b> | <b>633</b>   | <b>633</b>   | <b>633</b>   | <b>31</b>   | <b>272</b>   | <b>272</b>        | <b>0</b>                   | <b>521</b>   |
| %V                              | 2.2%         | 2.3%         | 5.9%         | 0.8%        | 1.5%         | 3.9%              | 0.0%                       | 2.1%         |
| %H (All HH)                     |              |              | 100.0%       | 4.9%        | 43.0%        | 43.0%             | 0.0%                       | 82.3%        |
| %H (TV HH)                      |              |              | 100.0%       | 4.9%        | 43.0%        | 43.0%             | 0.0%                       |              |
| <b>Freesat</b>                  | <b>1253</b>  | <b>1253</b>  | <b>1253</b>  | <b>39</b>   | <b>696</b>   | <b>696</b>        | <b>0</b>                   | <b>1150</b>  |
| %V                              | 4.4%         | 4.6%         | 11.8%        | 1.0%        | 3.7%         | 10.0%             | 0.0%                       | 4.7%         |
| %H (All HH)                     |              |              | 100.0%       | 3.1%        | 55.5%        | 55.5%             | 0.0%                       | 91.8%        |
| %H (TV HH)                      |              |              | 100.0%       | 3.1%        | 55.5%        | 55.5%             | 0.0%                       |              |
| <b>Other satellite provider</b> | <b>689</b>   | <b>689</b>   | <b>689</b>   | <b>44</b>   | <b>370</b>   | <b>370</b>        | <b>0</b>                   | <b>631</b>   |
| %V                              | 2.4%         | 2.6%         | 6.5%         | 1.1%        | 2.0%         | 5.3%              | 0.0%                       | 2.6%         |
| %H (All HH)                     |              |              | 100.0%       | 6.4%        | 53.7%        | 53.7%             | 0.0%                       | 91.6%        |
| %H (TV HH)                      |              |              | 100.0%       | 6.4%        | 53.7%        | 53.7%             | 0.0%                       |              |
| <b>DCAB</b>                     | <b>4047</b>  | <b>4047</b>  | <b>183</b>   | <b>4047</b> | <b>1865</b>  | <b>1865</b>       | <b>0</b>                   | <b>3822</b>  |
| %V                              | 14.3%        | 15.0%        | 1.7%         | 100.0%      | 10.0%        | 26.7%             | 0.0%                       | 15.8%        |
| %H (All HH)                     |              |              | 4.5%         | 100.0%      | 46.1%        | 46.1%             | 0.0%                       | 94.4%        |
| %H (TV HH)                      |              |              | 4.5%         | 100.0%      | 46.1%        | 46.1%             | 0.0%                       |              |
| <b>DTT</b>                      | <b>18588</b> | <b>18588</b> | <b>5227</b>  | <b>1865</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>               | <b>15373</b> |
| %V                              | 65.7%        | 69.0%        | 49.1%        | 46.1%       | 100.0%       | 100.0%            | 100.0%                     | 63.4%        |
| %H (All HH)                     |              | 100.0%       | 28.1%        | 10.0%       | 100.0%       | 37.6%             | 62.4%                      | 82.7%        |
| %H (TV HH)                      |              |              | 28.1%        | 10.0%       | 100.0%       | 37.6%             | 62.4%                      |              |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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## **Household level data**

**Table 9: Recorders and other equipment**

Platforms available in household

|                                                      | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat<br>HH | Broadband    |
|------------------------------------------------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------------|--------------|
|                                                      | HH           | HH           | HH           | HH          | HH           | HH                | HH                               | HH           |
| <b>Total HH</b>                                      | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>                     | <b>24252</b> |
| %H (All HH)                                          |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                            | 85.8%        |
| %H (TV HH)                                           |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                            |              |
| <b>PVR</b>                                           | <b>16858</b> | <b>16858</b> | <b>9492</b>  | <b>3817</b> | <b>10108</b> | <b>6416</b>       | <b>3693</b>                      | <b>15763</b> |
| %V                                                   | 59.6%        | 62.5%        | 89.1%        | 94.3%       | 54.4%        | 91.7%             | 31.8%                            | 65.0%        |
| %H (All HH)                                          |              | 100.0%       | 56.3%        | 22.6%       | 60.0%        | 38.1%             | 21.9%                            | 93.5%        |
| %H (TV HH)                                           |              |              | 56.3%        | 22.6%       | 60.0%        | 38.1%             | 21.9%                            |              |
| <b>DVDR</b>                                          | <b>413</b>   | <b>413</b>   | <b>144</b>   | <b>77</b>   | <b>301</b>   | <b>105</b>        | <b>196</b>                       | <b>356</b>   |
| %V                                                   | 1.5%         | 1.5%         | 1.4%         | 1.9%        | 1.6%         | 1.5%              | 1.7%                             | 1.5%         |
| %H (All HH)                                          |              | 100.0%       | 34.9%        | 18.6%       | 72.9%        | 25.4%             | 47.5%                            | 86.2%        |
| %H (TV HH)                                           |              |              | 34.9%        | 18.6%       | 72.9%        | 25.4%             | 47.5%                            |              |
| <b>VCR</b>                                           | <b>198</b>   | <b>198</b>   | <b>60</b>    | <b>12</b>   | <b>174</b>   | <b>46</b>         | <b>128</b>                       | <b>129</b>   |
| %V                                                   | 0.7%         | 0.7%         | 0.6%         | 0.3%        | 0.9%         | 0.7%              | 1.1%                             | 0.5%         |
| %H (All HH)                                          |              | 100.0%       | 30.3%        | 6.1%        | 87.9%        | 23.2%             | 64.6%                            | 65.2%        |
| %H (TV HH)                                           |              |              | 30.3%        | 6.1%        | 87.9%        | 23.2%             | 64.6%                            |              |
| <b>Any recorder</b>                                  | <b>17072</b> | <b>17072</b> | <b>9519</b>  | <b>3819</b> | <b>10311</b> | <b>6433</b>       | <b>3878</b>                      | <b>15892</b> |
| %V                                                   | 60.4%        | 63.3%        | 89.3%        | 94.4%       | 55.5%        | 92.0%             | 33.4%                            | 65.5%        |
| %H (All HH)                                          |              | 100.0%       | 55.8%        | 22.4%       | 60.4%        | 37.7%             | 22.7%                            | 93.1%        |
| %H (TV HH)                                           |              |              | 55.8%        | 22.4%       | 60.4%        | 37.7%             | 22.7%                            |              |
| <b>Receives HDTV (via STB or built-in reception)</b> | <b>18957</b> | <b>18957</b> | <b>8778</b>  | <b>3525</b> | <b>12997</b> | <b>6170</b>       | <b>6827</b>                      | <b>17483</b> |
| %V                                                   | 67.1%        | 70.3%        | 82.4%        | 87.1%       | 69.9%        | 88.2%             | 58.9%                            | 72.1%        |
| %H (All HH)                                          |              | 100.0%       | 46.3%        | 18.6%       | 68.6%        | 32.5%             | 36.0%                            | 92.2%        |
| %H (TV HH)                                           |              |              | 46.3%        | 18.6%       | 68.6%        | 32.5%             | 36.0%                            |              |
| <b>DVD/Blu-ray player or recorder</b>                | <b>17760</b> | <b>17760</b> | <b>7436</b>  | <b>2805</b> | <b>12418</b> | <b>5224</b>       | <b>7194</b>                      | <b>15807</b> |
| %V                                                   | 62.8%        | 65.9%        | 69.8%        | 69.3%       | 66.8%        | 74.7%             | 62.0%                            | 65.2%        |
| %H (All HH)                                          |              | 100.0%       | 41.9%        | 15.8%       | 69.9%        | 29.4%             | 40.5%                            | 89.0%        |
| %H (TV HH)                                           |              |              | 41.9%        | 15.8%       | 69.9%        | 29.4%             | 40.5%                            |              |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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## **Household level data**

**Table 10: Computers and Internet**

Platforms available in household

|                                              | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband    |
|----------------------------------------------|--------------|--------------|--------------|-------------|--------------|-------------------|----------------------------|--------------|
|                                              | HH           | HH           | HH           | HH          | HH           | HH                | HH                         | HH           |
| <b>Total HH</b>                              | <b>28271</b> | <b>26956</b> | <b>10654</b> | <b>4047</b> | <b>18588</b> | <b>6993</b>       | <b>11595</b>               | <b>24252</b> |
| %H (All HH)                                  |              | 95.3%        | 37.7%        | 14.3%       | 65.7%        | 24.7%             | 41.0%                      | 85.8%        |
| %H (TV HH)                                   |              |              | 39.5%        | 15.0%       | 69.0%        | 25.9%             | 43.0%                      |              |
| <b>Has broadband internet</b>                | <b>24252</b> | <b>23155</b> | <b>9928</b>  | <b>3822</b> | <b>15373</b> | <b>6591</b>       | <b>8782</b>                | <b>24252</b> |
| %V                                           | 85.8%        | 85.9%        | 93.2%        | 94.4%       | 82.7%        | 94.3%             | 75.7%                      | 100.0%       |
| %H (All HH)                                  |              | 95.5%        | 40.5%        | 15.8%       | 63.4%        | 27.2%             | 36.2%                      | 100.0%       |
| %H (TV HH)                                   |              |              | 42.9%        | 16.5%       | 66.4%        | 28.5%             | 37.9%                      |              |
| <b>Number of computers (PCs and laptops)</b> |              |              |              |             |              |                   |                            |              |
| <b>0</b>                                     | <b>5238</b>  | <b>4949</b>  | <b>1160</b>  | <b>391</b>  | <b>3948</b>  | <b>649</b>        | <b>3300</b>                | <b>1510</b>  |
| %V                                           | 18.5%        | 18.4%        | 10.9%        | 9.7%        | 21.2%        | 9.3%              | 28.5%                      | 6.2%         |
| %H (All HH)                                  |              | 94.5%        | 22.1%        | 7.5%        | 75.4%        | 12.4%             | 63.0%                      | 28.8%        |
| %H (TV HH)                                   |              |              | 23.4%        | 7.9%        | 79.8%        | 13.1%             | 66.7%                      |              |
| <b>1</b>                                     | <b>7401</b>  | <b>6964</b>  | <b>2624</b>  | <b>1028</b> | <b>4664</b>  | <b>1576</b>       | <b>3089</b>                | <b>7158</b>  |
| %V                                           | 26.2%        | 25.8%        | 24.6%        | 25.4%       | 25.1%        | 22.5%             | 26.6%                      | 29.5%        |
| %H (All HH)                                  |              | 94.1%        | 35.5%        | 13.9%       | 63.0%        | 21.3%             | 41.7%                      | 96.7%        |
| %H (TV HH)                                   |              |              | 37.7%        | 14.8%       | 67.0%        | 22.6%             | 44.4%                      |              |
| <b>2</b>                                     | <b>6765</b>  | <b>6430</b>  | <b>2807</b>  | <b>988</b>  | <b>4350</b>  | <b>1845</b>       | <b>2505</b>                | <b>6738</b>  |
| %V                                           | 23.9%        | 23.9%        | 26.3%        | 24.4%       | 23.4%        | 26.4%             | 21.6%                      | 27.8%        |
| %H (All HH)                                  |              | 95.0%        | 41.5%        | 14.6%       | 64.3%        | 27.3%             | 37.0%                      | 99.6%        |
| %H (TV HH)                                   |              |              | 43.7%        | 15.4%       | 67.7%        | 28.7%             | 39.0%                      |              |
| <b>3</b>                                     | <b>4107</b>  | <b>3993</b>  | <b>1810</b>  | <b>721</b>  | <b>2626</b>  | <b>1287</b>       | <b>1339</b>                | <b>4094</b>  |
| %V                                           | 14.5%        | 14.8%        | 17.0%        | 17.8%       | 14.1%        | 18.4%             | 11.5%                      | 16.9%        |
| %H (All HH)                                  |              | 97.2%        | 44.1%        | 17.6%       | 63.9%        | 31.3%             | 32.6%                      | 99.7%        |
| %H (TV HH)                                   |              |              | 45.3%        | 18.1%       | 65.8%        | 32.2%             | 33.5%                      |              |
| <b>4</b>                                     | <b>2272</b>  | <b>2211</b>  | <b>1062</b>  | <b>425</b>  | <b>1436</b>  | <b>752</b>        | <b>685</b>                 | <b>2269</b>  |
| %V                                           | 8.0%         | 8.2%         | 10.0%        | 10.5%       | 7.7%         | 10.8%             | 5.9%                       | 9.4%         |
| %H (All HH)                                  |              | 97.3%        | 46.7%        | 18.7%       | 63.2%        | 33.1%             | 30.1%                      | 99.9%        |
| %H (TV HH)                                   |              |              | 48.0%        | 19.2%       | 64.9%        | 34.0%             | 31.0%                      |              |
| <b>5+</b>                                    | <b>2488</b>  | <b>2409</b>  | <b>1191</b>  | <b>493</b>  | <b>1563</b>  | <b>885</b>        | <b>678</b>                 | <b>2483</b>  |
| %V                                           | 8.8%         | 8.9%         | 11.2%        | 12.2%       | 8.4%         | 12.7%             | 5.8%                       | 10.2%        |
| %H (All HH)                                  |              | 96.8%        | 47.9%        | 19.8%       | 62.8%        | 35.6%             | 27.3%                      | 99.8%        |
| %H (TV HH)                                   |              |              | 49.4%        | 20.5%       | 64.9%        | 36.7%             | 28.1%                      |              |

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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**Set level data**

**Table 11: Screen Size**

Platforms available in Household

|                   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|-------------------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                   | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Sets</b> | 53029 | 23453 | 8562  | 38511 | 18073             | 20438                      | 47639     |
| %H                |       | 44.2% | 16.1% | 72.6% | 34.1%             | 38.5%                      | 89.8%     |
| <b>Under 20"</b>  | 4075  | 1651  | 568   | 3487  | 1631              | 1856                       | 3551      |
| %V                | 7.7%  | 7.0%  | 6.6%  | 9.1%  | 9.0%              | 9.1%                       | 7.5%      |
| %H                |       | 40.5% | 13.9% | 85.6% | 40.0%             | 45.5%                      | 87.1%     |
| <b>20" - 29"</b>  | 9665  | 3859  | 1371  | 7835  | 3452              | 4383                       | 8381      |
| %V                | 18.2% | 16.5% | 16.0% | 20.3% | 19.1%             | 21.4%                      | 17.6%     |
| %H                |       | 39.9% | 14.2% | 81.1% | 35.7%             | 45.3%                      | 86.7%     |
| <b>30" - 39"</b>  | 15850 | 6724  | 2457  | 11503 | 5067              | 6436                       | 14042     |
| %V                | 29.9% | 28.7% | 28.7% | 29.9% | 28.0%             | 31.5%                      | 29.5%     |
| %H                |       | 42.4% | 15.5% | 72.6% | 32.0%             | 40.6%                      | 88.6%     |
| <b>40" - 49"</b>  | 15861 | 7584  | 2783  | 10679 | 5366              | 5313                       | 14686     |
| %V                | 29.9% | 32.3% | 32.5% | 27.7% | 29.7%             | 26.0%                      | 30.8%     |
| %H                |       | 47.8% | 17.5% | 67.3% | 33.8%             | 33.5%                      | 92.6%     |
| <b>50" - 59"</b>  | 4786  | 2605  | 883   | 3053  | 1815              | 1238                       | 4642      |
| %V                | 9.0%  | 11.1% | 10.3% | 7.9%  | 10.0%             | 6.1%                       | 9.7%      |
| %H                |       | 54.4% | 18.4% | 63.8% | 37.9%             | 25.9%                      | 97.0%     |
| <b>60"+</b>       | 517   | 310   | 104   | 271   | 166               | 105                        | 515       |
| %V                | 1.0%  | 1.3%  | 1.2%  | 0.7%  | 0.9%              | 0.5%                       | 1.1%      |
| %H                |       | 60.0% | 20.1% | 52.4% | 32.1%             | 20.3%                      | 99.6%     |
| <b>Don't know</b> | 2275  | 720   | 396   | 1683  | 576               | 1108                       | 1822      |
| %V                | 4.3%  | 3.1%  | 4.6%  | 4.4%  | 3.2%              | 5.4%                       | 3.8%      |
| %H                |       | 31.6% | 17.4% | 74.0% | 25.3%             | 48.7%                      | 80.1%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Set level data**

**Table 12: Location of set**

Platforms available in Household

|                                  | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|----------------------------------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                                  | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Sets</b>                | 53029 | 23453 | 8562  | 38511 | 18073             | 20438                      | 47639     |
| %H                               |       | 44.2% | 16.1% | 72.6% | 34.1%             | 38.5%                      | 89.8%     |
| <b>Main living room</b>          | 26791 | 10621 | 4040  | 18485 | 6973              | 11512                      | 22991     |
| %V                               | 50.5% | 45.3% | 47.2% | 48.0% | 38.6%             | 56.3%                      | 48.3%     |
| %H                               |       | 39.6% | 15.1% | 69.0% | 26.0%             | 43.0%                      | 85.8%     |
| <b>Kitchen</b>                   | 3129  | 1480  | 459   | 2625  | 1403              | 1222                       | 2915      |
| %V                               | 5.9%  | 6.3%  | 5.4%  | 6.8%  | 7.8%              | 6.0%                       | 6.1%      |
| %H                               |       | 47.3% | 14.7% | 83.9% | 44.8%             | 39.1%                      | 93.2%     |
| <b>Adult's bedroom</b>           | 14229 | 6841  | 2440  | 10779 | 5837              | 4942                       | 13168     |
| %V                               | 26.8% | 29.2% | 28.5% | 28.0% | 32.3%             | 24.2%                      | 27.6%     |
| %H                               |       | 48.1% | 17.1% | 75.8% | 41.0%             | 34.7%                      | 92.5%     |
| <b>Child's bedroom</b>           | 2899  | 1513  | 572   | 2059  | 1257              | 802                        | 2856      |
| %V                               | 5.5%  | 6.5%  | 6.7%  | 5.3%  | 7.0%              | 3.9%                       | 6.0%      |
| %H                               |       | 52.2% | 19.7% | 71.0% | 43.4%             | 27.7%                      | 98.5%     |
| <b>Other bedroom</b>             | 1837  | 916   | 350   | 1395  | 824               | 571                        | 1794      |
| %V                               | 3.5%  | 3.9%  | 4.1%  | 3.6%  | 4.6%              | 2.8%                       | 3.8%      |
| %H                               |       | 49.9% | 19.1% | 75.9% | 44.9%             | 31.1%                      | 97.7%     |
| <b>Second living/dining room</b> | 2564  | 1265  | 436   | 1949  | 1070              | 879                        | 2383      |
| %V                               | 4.8%  | 5.4%  | 5.1%  | 5.1%  | 5.9%              | 4.3%                       | 5.0%      |
| %H                               |       | 49.3% | 17.0% | 76.0% | 41.7%             | 34.3%                      | 92.9%     |
| <b>Study/office</b>              | 437   | 199   | 75    | 334   | 165               | 169                        | 427       |
| %V                               | 0.8%  | 0.8%  | 0.9%  | 0.9%  | 0.9%              | 0.8%                       | 0.9%      |
| %H                               |       | 45.5% | 17.2% | 76.4% | 37.8%             | 38.7%                      | 97.7%     |
| <b>TV room</b>                   | 219   | 120   | 34    | 159   | 100               | 58                         | 217       |
| %V                               | 0.4%  | 0.5%  | 0.4%  | 0.4%  | 0.6%              | 0.3%                       | 0.5%      |
| %H                               |       | 54.8% | 15.5% | 72.6% | 45.7%             | 26.5%                      | 99.1%     |
| <b>Conservatory</b>              | 503   | 259   | 78    | 396   | 219               | 177                        | 485       |
| %V                               | 0.9%  | 1.1%  | 0.9%  | 1.0%  | 1.2%              | 0.9%                       | 1.0%      |
| %H                               |       | 51.5% | 15.5% | 78.7% | 43.5%             | 35.2%                      | 96.4%     |
| <b>Attic or loft room</b>        | 87    | 50    | 18    | 67    | 47                | 20                         | 85        |
| %V                               | 0.2%  | 0.2%  | 0.2%  | 0.2%  | 0.3%              | 0.1%                       | 0.2%      |
| %H                               |       | 57.5% | 20.7% | 77.0% | 54.0%             | 23.0%                      | 97.7%     |
| <b>No specific location</b>      | 43    | 22    | 10    | 36    | 22                | 14                         | 41        |
| %V                               | 0.1%  | 0.1%  | 0.1%  | 0.1%  | 0.1%              | 0.1%                       | 0.1%      |
| %H                               |       | 51.2% | 23.3% | 83.7% | 51.2%             | 32.6%                      | 95.3%     |
| <b>Other</b>                     | 289   | 166   | 50    | 228   | 157               | 72                         | 277       |
| %V                               | 0.5%  | 0.7%  | 0.6%  | 0.6%  | 0.9%              | 0.4%                       | 0.6%      |
| %H                               |       | 57.4% | 17.3% | 78.9% | 54.3%             | 24.9%                      | 95.8%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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**Set level data**

**Table 13: Recorders**

Platforms available in Household

|                     | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat<br>HH | Broadband |
|---------------------|-------|-------|-------|-------|-------------------|----------------------------------|-----------|
|                     | HH    | HH    | HH    | HH    | HH                | HH                               | HH        |
| <b>Total Sets</b>   | 53029 | 23453 | 8562  | 38511 | 18073             | 20438                            | 47639     |
| %H                  |       | 44.2% | 16.1% | 72.6% | 34.1%             | 38.5%                            | 89.8%     |
| <b>PVR</b>          | 23599 | 14253 | 5450  | 13281 | 9089              | 4193                             | 22349     |
| %V                  | 44.5% | 60.8% | 63.7% | 34.5% | 50.3%             | 20.5%                            | 46.9%     |
| %H                  |       | 60.4% | 23.1% | 56.3% | 38.5%             | 17.8%                            | 94.7%     |
| <b>DVDR</b>         | 437   | 154   | 79    | 325   | 118               | 207                              | 378       |
| %V                  | 0.8%  | 0.7%  | 0.9%  | 0.8%  | 0.7%              | 1.0%                             | 0.8%      |
| %H                  |       | 35.2% | 18.1% | 74.4% | 27.0%             | 47.4%                            | 86.5%     |
| <b>VCR</b>          | 213   | 67    | 12    | 188   | 53                | 136                              | 136       |
| %V                  | 0.4%  | 0.3%  | 0.1%  | 0.5%  | 0.3%              | 0.7%                             | 0.3%      |
| %H                  |       | 31.5% | 5.6%  | 88.3% | 24.9%             | 63.8%                            | 63.8%     |
| <b>Any recorder</b> | 23897 | 14308 | 5462  | 13556 | 9131              | 4425                             | 22548     |
| %V                  | 45.1% | 61.0% | 63.8% | 35.2% | 50.5%             | 21.7%                            | 47.3%     |
| %H                  |       | 59.9% | 22.9% | 56.7% | 38.2%             | 18.5%                            | 94.4%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 14: Other TV equipment**

Platforms available in household

|                                                      | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat<br>HH | Broadband |
|------------------------------------------------------|-------|-------|-------|-------|-------------------|----------------------------------|-----------|
|                                                      | HH    | HH    | HH    | HH    | HH                | HH                               | HH        |
| <b>Total Sets</b>                                    | 53029 | 23453 | 8562  | 38511 | 18073             | 20438                            | 47639     |
| %H                                                   |       | 44.2% | 16.1% | 72.6% | 34.1%             | 38.5%                            | 89.8%     |
| <b>Receives HDTV (via STB or built-in reception)</b> | 30050 | 14898 | 5726  | 20947 | 11152             | 9795                             | 28236     |
| %V                                                   | 56.7% | 63.5% | 66.9% | 54.4% | 61.7%             | 47.9%                            | 59.3%     |
| %H                                                   |       | 49.6% | 19.1% | 69.7% | 37.1%             | 32.6%                            | 94.0%     |
| <b>DVD/Blu-ray player or recorder</b>                | 25053 | 11358 | 4120  | 17809 | 8516              | 9292                             | 22806     |
| %V                                                   | 47.2% | 48.4% | 48.1% | 46.2% | 47.1%             | 45.5%                            | 47.9%     |
| %H                                                   |       | 45.3% | 16.4% | 71.1% | 34.0%             | 37.1%                            | 91.0%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total



# BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 15: Main Set Screen Size

Platforms available in Household

|                        | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|------------------------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                        | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Main Sets</b> | 26948 | 10654 | 4047  | 18585 | 6993              | 11592                      | 23146     |
| %H                     |       | 39.5% | 15.0% | 69.0% | 25.9%             | 43.0%                      | 85.9%     |
| <b>Under 20"</b>       | 248   | 37    | 2     | 214   | 17                | 198                        | 163       |
| %V                     | 0.9%  | 0.3%  | 0.0%  | 1.2%  | 0.2%              | 1.7%                       | 0.7%      |
| %H                     |       | 14.9% | 0.8%  | 86.3% | 6.9%              | 79.8%                      | 65.7%     |
| <b>20" - 29"</b>       | 2124  | 364   | 214   | 1662  | 194               | 1468                       | 1413      |
| %V                     | 7.9%  | 3.4%  | 5.3%  | 8.9%  | 2.8%              | 12.7%                      | 6.1%      |
| %H                     |       | 17.1% | 10.1% | 78.2% | 9.1%              | 69.1%                      | 66.5%     |
| <b>30" - 39"</b>       | 7608  | 2516  | 939   | 5499  | 1584              | 3915                       | 6160      |
| %V                     | 28.2% | 23.6% | 23.2% | 29.6% | 22.7%             | 33.8%                      | 26.6%     |
| %H                     |       | 33.1% | 12.3% | 72.3% | 20.8%             | 51.5%                      | 81.0%     |
| <b>40" - 49"</b>       | 11467 | 5105  | 1947  | 7705  | 3496              | 4209                       | 10383     |
| %V                     | 42.6% | 47.9% | 48.1% | 41.5% | 50.0%             | 36.3%                      | 44.9%     |
| %H                     |       | 44.5% | 17.0% | 67.2% | 30.5%             | 36.7%                      | 90.5%     |
| <b>50" - 59"</b>       | 3910  | 2085  | 705   | 2436  | 1383              | 1053                       | 3779      |
| %V                     | 14.5% | 19.6% | 17.4% | 13.1% | 19.8%             | 9.1%                       | 16.3%     |
| %H                     |       | 53.3% | 18.0% | 62.3% | 35.4%             | 26.9%                      | 96.6%     |
| <b>60"+</b>            | 429   | 245   | 89    | 240   | 144               | 96                         | 427       |
| %V                     | 1.6%  | 2.3%  | 2.2%  | 1.3%  | 2.1%              | 0.8%                       | 1.8%      |
| %H                     |       | 57.1% | 20.7% | 55.9% | 33.6%             | 22.4%                      | 99.5%     |
| <b>Don't know</b>      | 1162  | 302   | 151   | 829   | 176               | 653                        | 822       |
| %V                     | 4.3%  | 2.8%  | 3.7%  | 4.5%  | 2.5%              | 5.6%                       | 3.6%      |
| %H                     |       | 26.0% | 13.0% | 71.3% | 15.1%             | 56.2%                      | 70.7%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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**Set level data**

**Table 16: Main Set Recorders**

Platforms available in Household

|                        | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|------------------------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                        | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Main Sets</b> | 26948 | 10654 | 4047  | 18585 | 6993              | 11592                      | 23146     |
| %H                     |       | 39.5% | 15.0% | 69.0% | 25.9%             | 43.0%                      | 85.9%     |
| <b>PVR</b>             | 16559 | 9364  | 3771  | 9847  | 6282              | 3565                       | 15479     |
| %V                     | 61.4% | 87.9% | 93.2% | 53.0% | 89.8%             | 30.8%                      | 66.9%     |
| %H                     |       | 56.5% | 22.8% | 59.5% | 37.9%             | 21.5%                      | 93.5%     |
| <b>DVDR</b>            | 358   | 119   | 62    | 263   | 85                | 178                        | 303       |
| %V                     | 1.3%  | 1.1%  | 1.5%  | 1.4%  | 1.2%              | 1.5%                       | 1.3%      |
| %H                     |       | 33.2% | 17.3% | 73.5% | 23.7%             | 49.7%                      | 84.6%     |
| <b>VCR</b>             | 170   | 50    | 12    | 148   | 39                | 109                        | 104       |
| %V                     | 0.6%  | 0.5%  | 0.3%  | 0.8%  | 0.6%              | 0.9%                       | 0.4%      |
| %H                     |       | 29.4% | 7.1%  | 87.1% | 22.9%             | 64.1%                      | 61.2%     |
| <b>Any recorder</b>    | 16776 | 9393  | 3776  | 10051 | 6304              | 3747                       | 15609     |
| %V                     | 62.3% | 88.2% | 93.3% | 54.1% | 90.1%             | 32.3%                      | 67.4%     |
| %H                     |       | 56.0% | 22.5% | 59.9% | 37.6%             | 22.3%                      | 93.0%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 17: Main Set - Other TV equipment**

Platforms available in household

|                                                      | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|------------------------------------------------------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                                                      | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Main Sets</b>                               | 26948 | 10654 | 4047  | 18585 | 6993              | 11592                      | 23146     |
| %H                                                   |       | 39.5% | 15.0% | 69.0% | 25.9%             | 43.0%                      | 85.9%     |
| <b>Receives HDTV (via STB or built-in reception)</b> | 18478 | 8562  | 3485  | 12571 | 5968              | 6604                       | 17049     |
| %V                                                   | 68.6% | 80.4% | 86.1% | 67.6% | 85.3%             | 57.0%                      | 73.7%     |
| %H                                                   |       | 46.3% | 18.9% | 68.0% | 32.3%             | 35.7%                      | 92.3%     |
| <b>DVD/Blu-ray player or recorder</b>                | 15704 | 6473  | 2425  | 10938 | 4444              | 6494                       | 13848     |
| %V                                                   | 58.3% | 60.8% | 59.9% | 58.9% | 63.5%             | 56.0%                      | 59.8%     |
| %H                                                   |       | 41.2% | 15.4% | 69.7% | 28.3%             | 41.4%                      | 88.2%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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**Set level data**

**Table 18: Other Sets (non-Main Set) Screen Size**

Platforms available in Household

|                         | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|-------------------------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                         | HH    | HH    | HH    | HH    | HH                | Sat<br>HH                  | HH        |
| <b>Total Other Sets</b> | 26081 | 12799 | 4515  | 19926 | 11080             | 8846                       | 24493     |
| %H                      |       | 49.1% | 17.3% | 76.4% | 42.5%             | 33.9%                      | 93.9%     |
| <b>Under 20"</b>        | 3827  | 1614  | 567   | 3273  | 1615              | 1658                       | 3388      |
| %V                      | 14.7% | 12.6% | 12.6% | 16.4% | 14.6%             | 18.7%                      | 13.8%     |
| %H                      |       | 42.2% | 14.8% | 85.5% | 42.2%             | 43.3%                      | 88.5%     |
| <b>20" - 29"</b>        | 7541  | 3494  | 1157  | 6172  | 3257              | 2915                       | 6968      |
| %V                      | 28.9% | 27.3% | 25.6% | 31.0% | 29.4%             | 33.0%                      | 28.4%     |
| %H                      |       | 46.3% | 15.3% | 81.8% | 43.2%             | 38.7%                      | 92.4%     |
| <b>30" - 39"</b>        | 8242  | 4209  | 1518  | 6004  | 3483              | 2521                       | 7882      |
| %V                      | 31.6% | 32.9% | 33.6% | 30.1% | 31.4%             | 28.5%                      | 32.2%     |
| %H                      |       | 51.1% | 18.4% | 72.8% | 42.3%             | 30.6%                      | 95.6%     |
| <b>40" - 49"</b>        | 4394  | 2479  | 836   | 2974  | 1871              | 1104                       | 4303      |
| %V                      | 16.8% | 19.4% | 18.5% | 14.9% | 16.9%             | 12.5%                      | 17.6%     |
| %H                      |       | 56.4% | 19.0% | 67.7% | 42.6%             | 25.1%                      | 97.9%     |
| <b>50" - 59"</b>        | 876   | 519   | 178   | 617   | 432               | 185                        | 863       |
| %V                      | 3.4%  | 4.1%  | 3.9%  | 3.1%  | 3.9%              | 2.1%                       | 3.5%      |
| %H                      |       | 59.2% | 20.3% | 70.4% | 49.3%             | 21.1%                      | 98.5%     |
| <b>60"+</b>             | 88    | 66    | 15    | 31    | 22                | 8                          | 88        |
| %V                      | 0.3%  | 0.5%  | 0.3%  | 0.2%  | 0.2%              | 0.1%                       | 0.4%      |
| %H                      |       | 75.0% | 17.0% | 35.2% | 25.0%             | 9.1%                       | 100.0%    |
| <b>Don't know</b>       | 1113  | 418   | 244   | 855   | 400               | 455                        | 1000      |
| %V                      | 4.3%  | 3.3%  | 5.4%  | 4.3%  | 3.6%              | 5.1%                       | 4.1%      |
| %H                      |       | 37.6% | 21.9% | 76.8% | 35.9%             | 40.9%                      | 89.8%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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**Set level data**

**Table 19: Other Set (non-Main Set) Recorders**

Platforms available in Household

|                         | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|-------------------------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                         | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Other Sets</b> | 26081 | 12799 | 4515  | 19926 | 11080             | 8846                       | 24493     |
| %H                      |       | 49.1% | 17.3% | 76.4% | 42.5%             | 33.9%                      | 93.9%     |
| <b>PVR</b>              | 7040  | 4889  | 1678  | 3435  | 2807              | 628                        | 6871      |
| %V                      | 27.0% | 38.2% | 37.2% | 17.2% | 25.3%             | 7.1%                       | 28.1%     |
| %H                      |       | 69.4% | 23.8% | 48.8% | 39.9%             | 8.9%                       | 97.6%     |
| <b>DVDR</b>             | 79    | 36    | 17    | 62    | 33                | 28                         | 75        |
| %V                      | 0.3%  | 0.3%  | 0.4%  | 0.3%  | 0.3%              | 0.3%                       | 0.3%      |
| %H                      |       | 45.6% | 21.5% | 78.5% | 41.8%             | 35.4%                      | 94.9%     |
| <b>VCR</b>              | 43    | 16    | 0     | 41    | 14                | 27                         | 32        |
| %V                      | 0.2%  | 0.1%  | 0.0%  | 0.2%  | 0.1%              | 0.3%                       | 0.1%      |
| %H                      |       | 37.2% | 0.0%  | 95.3% | 32.6%             | 62.8%                      | 74.4%     |
| <b>Any recorder</b>     | 7121  | 4915  | 1686  | 3505  | 2827              | 678                        | 6938      |
| %V                      | 27.3% | 38.4% | 37.3% | 17.6% | 25.5%             | 7.7%                       | 28.3%     |
| %H                      |       | 69.0% | 23.7% | 49.2% | 39.7%             | 9.5%                       | 97.4%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 20: Other Set (non-Main Set) - Other TV equipment**

Platforms available in household

|                                                      | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|------------------------------------------------------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                                                      | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Other Sets</b>                              | 26081 | 12799 | 4515  | 19926 | 11080             | 8846                       | 24493     |
| %H                                                   |       | 49.1% | 17.3% | 76.4% | 42.5%             | 33.9%                      | 93.9%     |
| <b>Receives HDTV (via STB or built-in reception)</b> | 11571 | 6336  | 2241  | 8375  | 5184              | 3191                       | 11187     |
| %V                                                   | 44.4% | 49.5% | 49.6% | 42.0% | 46.8%             | 36.1%                      | 45.7%     |
| %H                                                   |       | 54.8% | 19.4% | 72.4% | 44.8%             | 27.6%                      | 96.7%     |
| <b>DVD/Blu-ray player or recorder</b>                | 9350  | 4885  | 1695  | 6871  | 4073              | 2798                       | 8958      |
| %V                                                   | 35.8% | 38.2% | 37.5% | 34.5% | 36.8%             | 31.6%                      | 36.6%     |
| %H                                                   |       | 52.2% | 18.1% | 73.5% | 43.6%             | 29.9%                      | 95.8%     |

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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**Individual level data**

**Table 21: Age of Children**

Platforms available in household

|                       | All          | TV           | DSat         | Cable        | DTT          | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband    |
|-----------------------|--------------|--------------|--------------|--------------|--------------|-------------------|----------------------------|--------------|
|                       | HH           | HH           | HH           | HH           | HH           | HH                | HH                         | HH           |
| <b>Total Inds</b>     | <b>65434</b> | <b>62811</b> | <b>27358</b> | <b>10394</b> | <b>41570</b> | <b>18102</b>      | <b>23468</b>               | <b>60123</b> |
| %H                    |              | 96.0%        | 41.8%        | 15.9%        | 63.5%        | 27.7%             | 35.9%                      | 91.9%        |
| <b>Total Children</b> | <b>12578</b> | <b>12213</b> | <b>5792</b>  | <b>2166</b>  | <b>7423</b>  | <b>3610</b>       | <b>3813</b>                | <b>12345</b> |
| %V                    | 19.2%        | 19.4%        | 21.2%        | 20.8%        | 17.9%        | 19.9%             | 16.2%                      | 20.5%        |
| %H                    |              | 97.1%        | 46.0%        | 17.2%        | 59.0%        | 28.7%             | 30.3%                      | 98.1%        |
| <b>0 - 3</b>          | <b>3163</b>  | <b>3035</b>  | <b>1394</b>  | <b>467</b>   | <b>1807</b>  | <b>771</b>        | <b>1036</b>                | <b>3067</b>  |
| %V                    | 4.8%         | 4.8%         | 5.1%         | 4.5%         | 4.3%         | 4.3%              | 4.4%                       | 5.1%         |
| %H                    |              | 96.0%        | 44.1%        | 14.8%        | 57.1%        | 24.4%             | 32.8%                      | 97.0%        |
| <b>4 - 15</b>         | <b>9416</b>  | <b>9178</b>  | <b>4398</b>  | <b>1700</b>  | <b>5616</b>  | <b>2839</b>       | <b>2776</b>                | <b>9278</b>  |
| %V                    | 14.4%        | 14.6%        | 16.1%        | 16.4%        | 13.5%        | 15.7%             | 11.8%                      | 15.4%        |
| %H                    |              | 97.5%        | 46.7%        | 18.1%        | 59.6%        | 30.2%             | 29.5%                      | 98.5%        |
| <b>4 - 9</b>          | <b>4938</b>  | <b>4811</b>  | <b>2238</b>  | <b>847</b>   | <b>2842</b>  | <b>1308</b>       | <b>1533</b>                | <b>4847</b>  |
| %V                    | 7.5%         | 7.7%         | 8.2%         | 8.1%         | 6.8%         | 7.2%              | 6.5%                       | 8.1%         |
| %H                    |              | 97.4%        | 45.3%        | 17.2%        | 57.6%        | 26.5%             | 31.0%                      | 98.2%        |
| <b>10 - 15</b>        | <b>4478</b>  | <b>4367</b>  | <b>2160</b>  | <b>853</b>   | <b>2774</b>  | <b>1531</b>       | <b>1243</b>                | <b>4431</b>  |
| %V                    | 6.8%         | 7.0%         | 7.9%         | 8.2%         | 6.7%         | 8.5%              | 5.3%                       | 7.4%         |
| %H                    |              | 97.5%        | 48.2%        | 19.0%        | 61.9%        | 34.2%             | 27.8%                      | 99.0%        |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
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**Individual level data**

**Table 22: Adults - Age**

Platforms available in household

|                           | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|---------------------------|-------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                           | HH    | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Inds</b>         | 65434 | 62811 | 27358 | 10394 | 41570 | 18102             | 23468                      | 60123     |
| %H                        |       | 96.0% | 41.8% | 15.9% | 63.5% | 27.7%             | 35.9%                      | 91.9%     |
| <b>Total Adults (16+)</b> | 52856 | 50598 | 21566 | 8228  | 34147 | 14491             | 19656                      | 47778     |
| %V                        | 80.8% | 80.6% | 78.8% | 79.2% | 82.1% | 80.1%             | 83.8%                      | 79.5%     |
| %H                        |       | 95.7% | 40.8% | 15.6% | 64.6% | 27.4%             | 37.2%                      | 90.4%     |
| <b>16 - 19</b>            | 2694  | 2570  | 1165  | 463   | 1706  | 817               | 889                        | 2660      |
| %V                        | 4.1%  | 4.1%  | 4.3%  | 4.5%  | 4.1%  | 4.5%              | 3.8%                       | 4.4%      |
| %H                        |       | 95.4% | 43.2% | 17.2% | 63.3% | 30.3%             | 33.0%                      | 98.7%     |
| <b>20 - 24</b>            | 4065  | 3679  | 1518  | 631   | 2324  | 1068              | 1256                       | 4003      |
| %V                        | 6.2%  | 5.9%  | 5.5%  | 6.1%  | 5.6%  | 5.9%              | 5.4%                       | 6.7%      |
| %H                        |       | 90.5% | 37.3% | 15.5% | 57.2% | 26.3%             | 30.9%                      | 98.5%     |
| <b>25 - 34</b>            | 8965  | 8131  | 3522  | 1297  | 4801  | 2022              | 2779                       | 8701      |
| %V                        | 13.7% | 12.9% | 12.9% | 12.5% | 11.5% | 11.2%             | 11.8%                      | 14.5%     |
| %H                        |       | 90.7% | 39.3% | 14.5% | 53.6% | 22.6%             | 31.0%                      | 97.1%     |
| <b>35 - 44</b>            | 8318  | 7931  | 3768  | 1387  | 4707  | 2212              | 2495                       | 8092      |
| %V                        | 12.7% | 12.6% | 13.8% | 13.3% | 11.3% | 12.2%             | 10.6%                      | 13.5%     |
| %H                        |       | 95.3% | 45.3% | 16.7% | 56.6% | 26.6%             | 30.0%                      | 97.3%     |
| <b>45 - 54</b>            | 9178  | 8955  | 4237  | 1764  | 5856  | 2914              | 2942                       | 8786      |
| %V                        | 14.0% | 14.3% | 15.5% | 17.0% | 14.1% | 16.1%             | 12.5%                      | 14.6%     |
| %H                        |       | 97.6% | 46.2% | 19.2% | 63.8% | 31.7%             | 32.1%                      | 95.7%     |
| <b>55 - 64</b>            | 7853  | 7691  | 3423  | 1257  | 5497  | 2485              | 3012                       | 7233      |
| %V                        | 12.0% | 12.2% | 12.5% | 12.1% | 13.2% | 13.7%             | 12.8%                      | 12.0%     |
| %H                        |       | 97.9% | 43.6% | 16.0% | 70.0% | 31.6%             | 38.4%                      | 92.1%     |
| <b>65+</b>                | 11783 | 11640 | 3932  | 1430  | 9257  | 2974              | 6283                       | 8304      |
| %V                        | 18.0% | 18.5% | 14.4% | 13.8% | 22.3% | 16.4%             | 26.8%                      | 13.8%     |
| %H                        |       | 98.8% | 33.4% | 12.1% | 78.6% | 25.2%             | 53.3%                      | 70.5%     |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Individual level data**

**Table 23: Social Grade (Adults 16+)**

Platforms available in household

|                           |    | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|---------------------------|----|-------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                           |    | HH    | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Adults (16+)</b> |    | 52856 | 50598 | 21566 | 8228  | 34147 | 14491             | 19656                      | 47778     |
|                           | %H |       | 95.7% | 40.8% | 15.6% | 64.6% | 27.4%             | 37.2%                      | 90.4%     |
| <b>AB</b>                 |    | 13802 | 13248 | 5831  | 2256  | 8849  | 3956              | 4893                       | 13459     |
|                           | %V | 26.1% | 26.2% | 27.0% | 27.4% | 25.9% | 27.3%             | 24.9%                      | 28.2%     |
|                           | %H |       | 96.0% | 42.2% | 16.3% | 64.1% | 28.7%             | 35.5%                      | 97.5%     |
| <b>C1</b>                 |    | 14704 | 13905 | 5837  | 2531  | 9419  | 4191              | 5228                       | 13850     |
|                           | %V | 27.8% | 27.5% | 27.1% | 30.8% | 27.6% | 28.9%             | 26.6%                      | 29.0%     |
|                           | %H |       | 94.6% | 39.7% | 17.2% | 64.1% | 28.5%             | 35.6%                      | 94.2%     |
| <b>C2</b>                 |    | 11465 | 11174 | 5143  | 1805  | 7569  | 3509              | 4060                       | 10390     |
|                           | %V | 21.7% | 22.1% | 23.8% | 21.9% | 22.2% | 24.2%             | 20.7%                      | 21.7%     |
|                           | %H |       | 97.5% | 44.9% | 15.7% | 66.0% | 30.6%             | 35.4%                      | 90.6%     |
| <b>D</b>                  |    | 8299  | 7869  | 3316  | 1099  | 5133  | 1959              | 3173                       | 7133      |
|                           | %V | 15.7% | 15.6% | 15.4% | 13.4% | 15.0% | 13.5%             | 16.1%                      | 14.9%     |
|                           | %H |       | 94.8% | 40.0% | 13.2% | 61.9% | 23.6%             | 38.2%                      | 86.0%     |
| <b>E</b>                  |    | 4585  | 4402  | 1439  | 537   | 3178  | 876               | 2302                       | 2947      |
|                           | %V | 8.7%  | 8.7%  | 6.7%  | 6.5%  | 9.3%  | 6.0%              | 11.7%                      | 6.2%      |
|                           | %H |       | 96.0% | 31.4% | 11.7% | 69.3% | 19.1%             | 50.2%                      | 64.3%     |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Individual level data**

**Table 24: Working Status (Adults 16+)**

Platforms available in household

|                           | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|---------------------------|-------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                           | HH    | HH    | HH    | HH    | HH    | HH                | Sat<br>HH                  | HH        |
| <b>Total Adults (16+)</b> | 52856 | 50598 | 21566 | 8228  | 34147 | 14491             | 19656                      | 47778     |
| %H                        |       | 95.7% | 40.8% | 15.6% | 64.6% | 27.4%             | 37.2%                      | 90.4%     |
| <b>Working full time</b>  | 25341 | 24202 | 11342 | 4378  | 15061 | 7236              | 7825                       | 24712     |
| %V                        | 47.9% | 47.8% | 52.6% | 53.2% | 44.1% | 49.9%             | 39.8%                      | 51.7%     |
| %H                        |       | 95.5% | 44.8% | 17.3% | 59.4% | 28.6%             | 30.9%                      | 97.5%     |
| <b>Working part time</b>  | 5379  | 5235  | 2381  | 836   | 3544  | 1631              | 1913                       | 5178      |
| %V                        | 10.2% | 10.3% | 11.0% | 10.2% | 10.4% | 11.3%             | 9.7%                       | 10.8%     |
| %H                        |       | 97.3% | 44.3% | 15.5% | 65.9% | 30.3%             | 35.6%                      | 96.3%     |
| <b>Not working</b>        | 22136 | 21162 | 7843  | 3014  | 15542 | 5624              | 9918                       | 17888     |
| %V                        | 41.9% | 41.8% | 36.4% | 36.6% | 45.5% | 38.8%             | 50.5%                      | 37.4%     |
| %H                        |       | 95.6% | 35.4% | 13.6% | 70.2% | 25.4%             | 44.8%                      | 80.8%     |
| <b>Houseperson</b>        | 28271 | 26956 | 10654 | 4047  | 18588 | 6993              | 11595                      | 24252     |
| %V                        | 53.5% | 53.3% | 49.4% | 49.2% | 54.4% | 48.3%             | 59.0%                      | 50.8%     |
| %H                        |       | 95.3% | 37.7% | 14.3% | 65.7% | 24.7%             | 41.0%                      | 85.8%     |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total



# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Individual level data**

**Table 25: Males - Age**

Platforms available in household

|                          | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|--------------------------|-------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                          | HH    | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Males (16+)</b> | 25884 | 24622 | 10648 | 4061  | 16420 | 7165              | 9254                       | 23589     |
| %H                       |       | 95.1% | 41.1% | 15.7% | 63.4% | 27.7%             | 35.8%                      | 91.1%     |
| <b>16 - 19</b>           | 1434  | 1369  | 614   | 258   | 895   | 429               | 466                        | 1423      |
| %V                       | 5.5%  | 5.6%  | 5.8%  | 6.4%  | 5.5%  | 6.0%              | 5.0%                       | 6.0%      |
| %H                       |       | 95.5% | 42.8% | 18.0% | 62.4% | 29.9%             | 32.5%                      | 99.2%     |
| <b>20 - 24</b>           | 2052  | 1877  | 768   | 373   | 1141  | 562               | 579                        | 2023      |
| %V                       | 7.9%  | 7.6%  | 7.2%  | 9.2%  | 6.9%  | 7.8%              | 6.3%                       | 8.6%      |
| %H                       |       | 91.5% | 37.4% | 18.2% | 55.6% | 27.4%             | 28.2%                      | 98.6%     |
| <b>25 - 34</b>           | 4487  | 3997  | 1688  | 639   | 2375  | 1005              | 1370                       | 4342      |
| %V                       | 17.3% | 16.2% | 15.9% | 15.7% | 14.5% | 14.0%             | 14.8%                      | 18.4%     |
| %H                       |       | 89.1% | 37.6% | 14.2% | 52.9% | 22.4%             | 30.5%                      | 96.8%     |
| <b>35 - 44</b>           | 4114  | 3875  | 1809  | 656   | 2302  | 1053              | 1249                       | 3978      |
| %V                       | 15.9% | 15.7% | 17.0% | 16.2% | 14.0% | 14.7%             | 13.5%                      | 16.9%     |
| %H                       |       | 94.2% | 44.0% | 15.9% | 56.0% | 25.6%             | 30.4%                      | 96.7%     |
| <b>45 - 54</b>           | 4510  | 4396  | 2132  | 865   | 2801  | 1419              | 1382                       | 4282      |
| %V                       | 17.4% | 17.9% | 20.0% | 21.3% | 17.1% | 19.8%             | 14.9%                      | 18.2%     |
| %H                       |       | 97.5% | 47.3% | 19.2% | 62.1% | 31.5%             | 30.6%                      | 94.9%     |
| <b>55 - 64</b>           | 3856  | 3758  | 1687  | 589   | 2687  | 1211              | 1476                       | 3513      |
| %V                       | 14.9% | 15.3% | 15.8% | 14.5% | 16.4% | 16.9%             | 15.9%                      | 14.9%     |
| %H                       |       | 97.5% | 43.8% | 15.3% | 69.7% | 31.4%             | 38.3%                      | 91.1%     |
| <b>65+</b>               | 5432  | 5350  | 1950  | 682   | 4219  | 1487              | 2732                       | 4027      |
| %V                       | 21.0% | 21.7% | 18.3% | 16.8% | 25.7% | 20.8%             | 29.5%                      | 17.1%     |
| %H                       |       | 98.5% | 35.9% | 12.6% | 77.7% | 27.4%             | 50.3%                      | 74.1%     |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Individual level data**

**Table 26: Social Grade (Males 16+)**

Platforms available in household

|                          |    | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|--------------------------|----|-------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                          |    | HH    | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Males (16+)</b> |    | 25884 | 24622 | 10648 | 4061  | 16420 | 7165              | 9254                       | 23589     |
|                          | %H |       | 95.1% | 41.1% | 15.7% | 63.4% | 27.7%             | 35.8%                      | 91.1%     |
| <b>AB</b>                |    | 6921  | 6609  | 2938  | 1123  | 4421  | 2030              | 2390                       | 6759      |
|                          | %V | 26.7% | 26.8% | 27.6% | 27.7% | 26.9% | 28.3%             | 25.8%                      | 28.7%     |
|                          | %H |       | 95.5% | 42.5% | 16.2% | 63.9% | 29.3%             | 34.5%                      | 97.7%     |
| <b>C1</b>                |    | 6871  | 6480  | 2784  | 1235  | 4310  | 2029              | 2281                       | 6591      |
|                          | %V | 26.5% | 26.3% | 26.1% | 30.4% | 26.2% | 28.3%             | 24.6%                      | 27.9%     |
|                          | %H |       | 94.3% | 40.5% | 18.0% | 62.7% | 29.5%             | 33.2%                      | 95.9%     |
| <b>C2</b>                |    | 6165  | 5976  | 2720  | 933   | 4050  | 1824              | 2227                       | 5500      |
|                          | %V | 23.8% | 24.3% | 25.5% | 23.0% | 24.7% | 25.5%             | 24.1%                      | 23.3%     |
|                          | %H |       | 96.9% | 44.1% | 15.1% | 65.7% | 29.6%             | 36.1%                      | 89.2%     |
| <b>D</b>                 |    | 3923  | 3670  | 1590  | 542   | 2273  | 892               | 1381                       | 3445      |
|                          | %V | 15.2% | 14.9% | 14.9% | 13.3% | 13.8% | 12.4%             | 14.9%                      | 14.6%     |
|                          | %H |       | 93.6% | 40.5% | 13.8% | 57.9% | 22.7%             | 35.2%                      | 87.8%     |
| <b>E</b>                 |    | 2004  | 1887  | 616   | 227   | 1366  | 390               | 976                        | 1293      |
|                          | %V | 7.7%  | 7.7%  | 5.8%  | 5.6%  | 8.3%  | 5.4%              | 10.5%                      | 5.5%      |
|                          | %H |       | 94.2% | 30.7% | 11.3% | 68.2% | 19.5%             | 48.7%                      | 64.5%     |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Individual level data**

**Table 27: Working Status (Males 16+)**

Platforms available in household

|                          | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|--------------------------|-------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                          | HH    | HH    | HH    | HH    | HH    | HH                | Sat<br>HH                  | HH        |
| <b>Total Males (16+)</b> | 25884 | 24622 | 10648 | 4061  | 16420 | 7165              | 9254                       | 23589     |
| %H                       |       | 95.1% | 41.1% | 15.7% | 63.4% | 27.7%             | 35.8%                      | 91.1%     |
| <b>Working full time</b> | 15259 | 14513 | 6834  | 2581  | 9039  | 4383              | 4655                       | 14826     |
| %V                       | 59.0% | 58.9% | 64.2% | 63.6% | 55.0% | 61.2%             | 50.3%                      | 62.9%     |
| %H                       |       | 95.1% | 44.8% | 16.9% | 59.2% | 28.7%             | 30.5%                      | 97.2%     |
| <b>Working part time</b> | 1218  | 1168  | 488   | 177   | 773   | 308               | 465                        | 1151      |
| %V                       | 4.7%  | 4.7%  | 4.6%  | 4.4%  | 4.7%  | 4.3%              | 5.0%                       | 4.9%      |
| %H                       |       | 95.9% | 40.1% | 14.5% | 63.5% | 25.3%             | 38.2%                      | 94.5%     |
| <b>Not working</b>       | 9407  | 8940  | 3326  | 1303  | 6608  | 2474              | 4134                       | 7611      |
| %V                       | 36.3% | 36.3% | 31.2% | 32.1% | 40.2% | 34.5%             | 44.7%                      | 32.3%     |
| %H                       |       | 95.0% | 35.4% | 13.9% | 70.2% | 26.3%             | 43.9%                      | 80.9%     |
| <b>Houseperson</b>       | 6322  | 5765  | 1958  | 699   | 4092  | 1254              | 2839                       | 4896      |
| %V                       | 24.4% | 23.4% | 18.4% | 17.2% | 24.9% | 17.5%             | 30.7%                      | 20.8%     |
| %H                       |       | 91.2% | 31.0% | 11.1% | 64.7% | 19.8%             | 44.9%                      | 77.4%     |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Individual level data**

**Table 28: Females - Age**

Platforms available in household

|                            | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|----------------------------|-------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                            | HH    | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Females (16+)</b> | 26972 | 25976 | 10918 | 4166  | 17727 | 7326              | 10401                      | 24189     |
| %H                         |       | 96.3% | 40.5% | 15.4% | 65.7% | 27.2%             | 38.6%                      | 89.7%     |
| <b>16 - 19</b>             | 1260  | 1201  | 551   | 205   | 812   | 389               | 423                        | 1237      |
| %V                         | 4.7%  | 4.6%  | 5.0%  | 4.9%  | 4.6%  | 5.3%              | 4.1%                       | 5.1%      |
| %H                         |       | 95.3% | 43.7% | 16.3% | 64.4% | 30.9%             | 33.6%                      | 98.2%     |
| <b>20 - 24</b>             | 2013  | 1803  | 751   | 258   | 1183  | 505               | 677                        | 1981      |
| %V                         | 7.5%  | 6.9%  | 6.9%  | 6.2%  | 6.7%  | 6.9%              | 6.5%                       | 8.2%      |
| %H                         |       | 89.6% | 37.3% | 12.8% | 58.8% | 25.1%             | 33.6%                      | 98.4%     |
| <b>25 - 34</b>             | 4478  | 4134  | 1834  | 658   | 2426  | 1017              | 1409                       | 4359      |
| %V                         | 16.6% | 15.9% | 16.8% | 15.8% | 13.7% | 13.9%             | 13.5%                      | 18.0%     |
| %H                         |       | 92.3% | 41.0% | 14.7% | 54.2% | 22.7%             | 31.5%                      | 97.3%     |
| <b>35 - 44</b>             | 4205  | 4056  | 1959  | 731   | 2405  | 1159              | 1246                       | 4113      |
| %V                         | 15.6% | 15.6% | 17.9% | 17.5% | 13.6% | 15.8%             | 12.0%                      | 17.0%     |
| %H                         |       | 96.5% | 46.6% | 17.4% | 57.2% | 27.6%             | 29.6%                      | 97.8%     |
| <b>45 - 54</b>             | 4668  | 4559  | 2105  | 899   | 3054  | 1495              | 1560                       | 4504      |
| %V                         | 17.3% | 17.6% | 19.3% | 21.6% | 17.2% | 20.4%             | 15.0%                      | 18.6%     |
| %H                         |       | 97.7% | 45.1% | 19.3% | 65.4% | 32.0%             | 33.4%                      | 96.5%     |
| <b>55 - 64</b>             | 3997  | 3933  | 1736  | 668   | 2810  | 1274              | 1536                       | 3719      |
| %V                         | 14.8% | 15.1% | 15.9% | 16.0% | 15.9% | 17.4%             | 14.8%                      | 15.4%     |
| %H                         |       | 98.4% | 43.4% | 16.7% | 70.3% | 31.9%             | 38.4%                      | 93.0%     |
| <b>65+</b>                 | 6351  | 6290  | 1982  | 748   | 5038  | 1487              | 3551                       | 4277      |
| %V                         | 23.5% | 24.2% | 18.2% | 18.0% | 28.4% | 20.3%             | 34.1%                      | 17.7%     |
| %H                         |       | 99.0% | 31.2% | 11.8% | 79.3% | 23.4%             | 55.9%                      | 67.3%     |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**  
**Oct - Dec 2017**

**Individual level data**

**Table 29: Social Grade (Females 16+)**

Platforms available in household

|                            |    | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|----------------------------|----|-------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                            |    | HH    | HH    | HH    | HH    | HH    | HH                | HH                         | HH        |
| <b>Total Females (16+)</b> |    | 26972 | 25976 | 10918 | 4166  | 17727 | 7326              | 10401                      | 24189     |
|                            | %H |       | 96.3% | 40.5% | 15.4% | 65.7% | 27.2%             | 38.6%                      | 89.7%     |
| <b>AB</b>                  |    | 6881  | 6639  | 2893  | 1133  | 4428  | 1926              | 2502                       | 6700      |
|                            | %V | 25.5% | 25.6% | 26.5% | 27.2% | 25.0% | 26.3%             | 24.1%                      | 27.7%     |
|                            | %H |       | 96.5% | 42.0% | 16.5% | 64.4% | 28.0%             | 36.4%                      | 97.4%     |
| <b>C1</b>                  |    | 7833  | 7425  | 3053  | 1295  | 5109  | 2162              | 2947                       | 7259      |
|                            | %V | 29.0% | 28.6% | 28.0% | 31.1% | 28.8% | 29.5%             | 28.3%                      | 30.0%     |
|                            | %H |       | 94.8% | 39.0% | 16.5% | 65.2% | 27.6%             | 37.6%                      | 92.7%     |
| <b>C2</b>                  |    | 5300  | 5198  | 2423  | 872   | 3518  | 1685              | 1833                       | 4889      |
|                            | %V | 19.7% | 20.0% | 22.2% | 20.9% | 19.8% | 23.0%             | 17.6%                      | 20.2%     |
|                            | %H |       | 98.1% | 45.7% | 16.5% | 66.4% | 31.8%             | 34.6%                      | 92.2%     |
| <b>D</b>                   |    | 4377  | 4200  | 1726  | 557   | 2860  | 1067              | 1792                       | 3687      |
|                            | %V | 16.2% | 16.2% | 15.8% | 13.4% | 16.1% | 14.6%             | 17.2%                      | 15.2%     |
|                            | %H |       | 96.0% | 39.4% | 12.7% | 65.3% | 24.4%             | 40.9%                      | 84.2%     |
| <b>E</b>                   |    | 2581  | 2515  | 823   | 310   | 1813  | 486               | 1326                       | 1654      |
|                            | %V | 9.6%  | 9.7%  | 7.5%  | 7.4%  | 10.2% | 6.6%              | 12.7%                      | 6.8%      |
|                            | %H |       | 97.4% | 31.9% | 12.0% | 70.2% | 18.8%             | 51.4%                      | 64.1%     |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

# BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 29

DATA PERIOD: QUARTERLY  
Oct - Dec 2017

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

|                            | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only<br>no Cab/<br>Sat | Broadband |
|----------------------------|-------|-------|-------|-------|-------|-------------------|----------------------------|-----------|
|                            | HH    | HH    | HH    | HH    | HH    | HH                | Sat<br>HH                  | HH        |
| <b>Total Females (16+)</b> | 26972 | 25976 | 10918 | 4166  | 17727 | 7326              | 10401                      | 24189     |
| %H                         |       | 96.3% | 40.5% | 15.4% | 65.7% | 27.2%             | 38.6%                      | 89.7%     |
| <b>Working full time</b>   | 10083 | 9688  | 4508  | 1797  | 6022  | 2853              | 3169                       | 9886      |
| %V                         | 37.4% | 37.3% | 41.3% | 43.1% | 34.0% | 38.9%             | 30.5%                      | 40.9%     |
| %H                         |       | 96.1% | 44.7% | 17.8% | 59.7% | 28.3%             | 31.4%                      | 98.0%     |
| <b>Working part time</b>   | 4160  | 4067  | 1893  | 658   | 2771  | 1323              | 1448                       | 4026      |
| %V                         | 15.4% | 15.7% | 17.3% | 15.8% | 15.6% | 18.1%             | 13.9%                      | 16.6%     |
| %H                         |       | 97.8% | 45.5% | 15.8% | 66.6% | 31.8%             | 34.8%                      | 96.8%     |
| <b>Not working</b>         | 12729 | 12221 | 4517  | 1711  | 8934  | 3149              | 5784                       | 10277     |
| %V                         | 47.2% | 47.0% | 41.4% | 41.1% | 50.4% | 43.0%             | 55.6%                      | 42.5%     |
| %H                         |       | 96.0% | 35.5% | 13.4% | 70.2% | 24.7%             | 45.4%                      | 80.7%     |
| <b>Houseperson</b>         | 21949 | 21191 | 8695  | 3348  | 14496 | 5739              | 8756                       | 19356     |
| %V                         | 81.4% | 81.6% | 79.6% | 80.4% | 81.8% | 78.3%             | 84.2%                      | 80.0%     |
| %H                         |       | 96.5% | 39.6% | 15.3% | 66.0% | 26.1%             | 39.9%                      | 88.2%     |

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

---

## **Appendix A**

### **Survey objectives**

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
  - a) television ownership
  - b) television reception
  - c) ownership of television related equipment
  - d) detailed demographic information.
2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:  
  
Age of Houseperson  
Size of household  
Presence of children  
Social grade  
Age  
Sex  
Working status (adults)  
Terminal age of education  
Number of sets  
Set characteristics  
Ownership of TV related equipment
3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

## **Appendix B**

### **The sample**

The Establishment Survey is selected as an annual sample, which is then divided into twelve monthly replicates. The design is such that the monthly samples will support Network reporting and the quarterly samples will support full regional reporting. This appendix details the sampling procedures used.

### **POPULATION DEFINITIONS AND GEOGRAPHY**

The Establishment survey is designed to be representative of all permanent residents in private households in the UK. This excludes about 3% of individuals who are resident in non-private households.

The population is divided into ITV reception areas and BBC editorial regions. These are defined by BARB in terms of postal geography.

BBC editorial regions and ITV reception areas are both non-overlapping geographically defined regions. There are 13 BBC editorial regions and 14 ITV reception areas.

When ITV areas and BBC regions are overlaid, a total of 32 mutually exclusive BBC/ITV area segments are generated.

A number of these are then further subdivided based on geographical considerations and a total of 48 BBC/ITV segments are used for sampling purposes.

### **SAMPLE STRATIFICATION**

The sample is stratified using the following variables:

- BBC/ITV Segment
- Low Population Density (Yes/No)
- Cable areas
- five Reception areas
- DTT area stratifier (low/medium/high)
- Ethnicity
- Geodemographic

BBC/ITV segment is the primary stratification. Sample requirements within the 48 BBC/ITV segments are calculated with reference to ITV area panel sizes. The total annual sample size is 56,508 which is split into four quarterly replicates.

### **SAMPLE SELECTION**

The sample selection within BBC/ITV segment entails the systematic selection of output areas followed by the selection of addresses within output area.



a) Selection of output areas

There are two procedures for the selection of output areas based on density of population. The method covering the less densely populated parts of the country (about 15% of the population) uses a more clustered design which is necessary to create a workable fieldwork task.

*Type A - Higher Population Density*

Within each BBC/ITV segment, output areas are ordered within the following hierarchy:

- Cable Areas (Yes/No)
- five Reception Areas (Yes/No)
- DTT Area
- Ethnic stratifier

This creates up to 24 sub-strata categories. If a sub-stratum has a population estimate smaller than the sampling interval, it is collapsed into the adjoining stratum. Output areas are then sorted by ACORN code within strata, and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure. Three output areas per assignment are selected, being grouped according to their geographic proximity.

*Type B - Lower Population Density*

Within each BBC/ITV segment postcode sectors are ordered within the 8 reception sub-strata. They are then sorted within these strata by "wealth indicator" (averaged ACORN code for the constituent output areas) and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure.

Within selected postcode sectors, four output areas per assignment are systematically selected.

b) Selection of addresses

Within selected output areas, addresses from the small user postcode address file are ordered by postcode and a start address is selected at random. Subsequent addresses are selected with a fixed interval of five addresses in Type A assignments and three addresses in Type B assignments. A matched sample of substitute addresses within the same output area is also drawn, for use if the matched primary sample address is ineligible (i.e. no household is found at the address).

The number of addresses issued per assignment varies by BBC/ITV segment, in line with varying response rates. Because this number is not always a multiple of three or four, the number of addresses per output area within assignment also varies. These requirements are updated in line with the latest response rate information.

If two or three households are resident at an issued address, an interview is attempted with each one. If more than three addresses are found, a Kish grid procedure is employed to identify which three households should be approached.

## **Appendix C**

### **Fieldwork and results**

The tables in this report are based on Establishment Survey interviews carried out between Oct and Dec 2017

The following table shows the fieldwork results. Data are given for the total sample.

An explanation of some of the terms is given below.

#### **SHOP/BUSINESS**

The small user part of the Postcode Addresses File lists delivery points. It includes any business which receives an average of fewer than 20 letters per day. These addresses are ineligible for interview unless there is a private household at the same address.

#### **OTHER NON EFFECTIVE**

This category includes all reasons other than those shown in the table for classifying the addresses as non-effective.

#### **SUBSTITUTE ADDRESSES**

Ineligible addresses are replaced with substitute addresses - see Appendix B - Selection of addresses.

#### **ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES**

Some addresses, such as houses converted into flats, yield more than one household. The procedure at these addresses is described in Appendix H.

#### **NON CONTACT**

In these cases the address was believed to be occupied but no reply was obtained from at least 4 calls. At least two of those calls were made in the evening or at a weekend.

#### **REFUSAL**

All total and partial refusals by, or on behalf of, either the head of household or 'Houseperson', or a partner of either of these, are included in this group.

| Response Analysis: Oct - Dec 2017 |               |
|-----------------------------------|---------------|
|                                   | Total Network |
| Addresses Issued                  | 20,726        |
| Shop / Business                   | 285           |
| Demolished / Incomplete           | 27            |
| Empty                             | 1,461         |
| Holiday Home                      | 248           |
| Other Non Effective               | 281           |
| Eligible Addresses                | 18,424        |
| Substitute Addresses              | 2,228         |
| Multiple Occupancy Addresses      | 207           |
| Total Additional Households       | 2,435         |
| Total Valid Households            | 20,859        |
|                                   | 100.0%        |
| Non Contacts                      | 1,423         |
|                                   | 6.8%          |
| No English Spoken                 | 88            |
|                                   | 0.4%          |
| Refusals                          | 5,704         |
|                                   | 27.3%         |
| Total Interviews                  | 13,644        |
|                                   | 65.4%         |

## Appendix D

### Definitions

#### Population

The “All Households” and “Individuals in all Households” values are based on Office of National Statistics estimates and projections.

#### Private household

Interviews are only carried out at private households. A private household consists of either one person living alone or a group of people, usually but not always members of one family, who live together and whose food and other household expenses are managed as one unit.

#### Working TV Set

A TV set is defined as working if it is in working order and is used at least once every six months or if arrangements have been made to repair the set in the next 4 weeks.

#### TV household

A TV Household is a household which has at least one BARB defined working television set.

#### Multichannel household

A multichannel household is defined as a household which receives broadcasts from any station other than BBC1, BBC2, ITV, CH4, five, S4C or RTE. It excludes homes which receive only terrestrial stations via cable.

#### DSAT / DTT / Cable

Reception by digital satellite / digital terrestrial / digital or analogue cable.

#### BBC areas

These are as defined by BARB at the date of the survey.

#### ITV areas

These are as defined by BARB at the date of the survey. S4C results are based on homes in the principality of Wales.

#### Household member

Every individual who lives regularly in a private household address is included as a regular household member.

Household members include:

- a) All relatives living in the household for at least four nights a week.
- b) Married people living away from home most of the week but who return to their spouse at this household for at least one night per week (e.g. at weekends).
- c) Any who are away in hospital or on a business trip at the time of the interview, unless they have been away for more than six months.
- d) Fisherman or armed forces personnel where this is their only permanent address.
- e) Children under 16 years away at boarding school.
- f) Boarders in residence for at least four nights a week unless they are married and return to their own spouse at least one night per week.

Household member (cont)

Household members exclude:

- a) Students, over 16 years away at school, college or university.
- b) Armed forces or merchant navy personnel who are stationed permanently away from home.
- c) Lodgers from separate households as they cater for themselves (whereas boarders have at least one meal provided by the Houseperson).

Houseperson

The Houseperson is the member of the household who is solely or mainly responsible for the household duties.

- a) There is one and only one Houseperson in a household
- b) A Houseperson may be male or female
- c) If two people of different sex share the household duties the woman is regarded as the Houseperson
- d) If two people of the same sex claim shared responsibility, the elder is taken as the Houseperson
- e) Paid domestic help is never the Houseperson.

Head of household

The Head of the Household is the member of the household who meets one or more of the following requirements:

- a) Owns the property.
- b) Is legally responsible for the rent of the accommodation.
- c) Has the use of the accommodation because of the job.
- d) Is related to the owner or tenant who is not a regular member of the household. For example the wife of a member of the armed forces who is permanently posted away from home will be the Head of the Household.

Joint responsibility for head of household can be claimed between a couple who share ownership, however in such cases a single head of household will be defined based on sex (the male will be taken in a mixed-sex couple) and age, with the eldest being taken.

Social Grading

The social grade of a household is determined by the occupation of the Chief Income Earner.

Chief income earner

The Chief Income Earner is the member of the household with the greatest total income, whether from employment, pensions, state benefits, investments or any other sources.

Screen size

The size of the television screen is measured diagonally across the screen.

Employment status

In the report tables, working F/T is defined as those working 30 or more hours per week while working P/T is defined as those working between 8 and 29 hours per week (the working category in the projected tables include those working 8 or more hours per week). Adults and housewives working less than 8 hours per week or in full time education are included in the "not working" groups.

## **Appendix E**

### **Number of televisions in the household**

The Establishment Survey report provides data for only those sets which are working or temporarily out of order.

Any set “permanently out of order” has been deducted from the number of sets in a household. Thus, if a household has two sets and one of the two is “permanently out of order”, it has been treated as a single set household in the tables. Similarly, if a household has only one set, which is “permanently out of order”, it is shown as a “No TV” household.

## **Appendix F**

### **Rounding**

The values shown in the tables in this report are those obtained from the weighted sample data rounded to the nearest thousand. The effect of this is that in some instances the component parts in a table may not sum exactly to the total and, similarly, values in the one table may not sum to a value in another table (e.g. men + women might not equal adults).

## Appendix G

### Sample bases for the tables

The following table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from Oct to Dec 2017

|                 | All Households | Total TV Households |
|-----------------|----------------|---------------------|
| All Households  | 13524          | 12991               |
| All Sets        | 26464          | 26464               |
| All Individuals | 33419          | 32252               |
| Children 0-15   | 6618           | 6432                |
| All Adults      | 26801          | 25820               |
| Adult Males     | 13070          | 12534               |
| Adult Females   | 13731          | 13286               |



## **Appendix H**

### **Multiple households at issued addresses**

Establishment Survey interviewers are issued with a set of pre-selected addresses to which all interviewing is restricted. It is possible for more than one household to exist resident at a single address, however, therefore after checking the address with a responsible adult, the interviewer first determines the number of households living at the address.

In the small proportion where the answer is two or more, special procedures apply.

If the number of households is two or three, the interviewer attempts to interview each of the households.

If there are four or more households at the address the interviewer lists the details of the households in a Kish grid. This procedure provides random selections determining the three households that the interviewer should attempt to interview.

The procedure at the additional households is as for any other interview. The total of these additional households by area and overall are shown in the fieldwork response analysis given in Appendix C.

## **Appendix I**

### **Weighting**

Quarterly Establishment Survey data are weighted using a rim weighting technique to control for the following:

Household size (1 and 2+) by geographical segment (48 in total)

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

0-4, 5-9, 10-14, 15-24, 25-34, 35-44, 45-54, 55-64, 65+

Population targets for these rims are derived from census data, ONS and Department of Environment projections

## **Appendix J**

### **The Questionnaire (Dec 2017)**



Ipsos Connect



# BARB Establishment Survey and Recruitment Questionnaire

Version: 48.2 (Master)

Date: 05/10/2017

Internal Use

Status: FINAL

Prepared for fieldwork month: December 2017

## Contents

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## Version Control

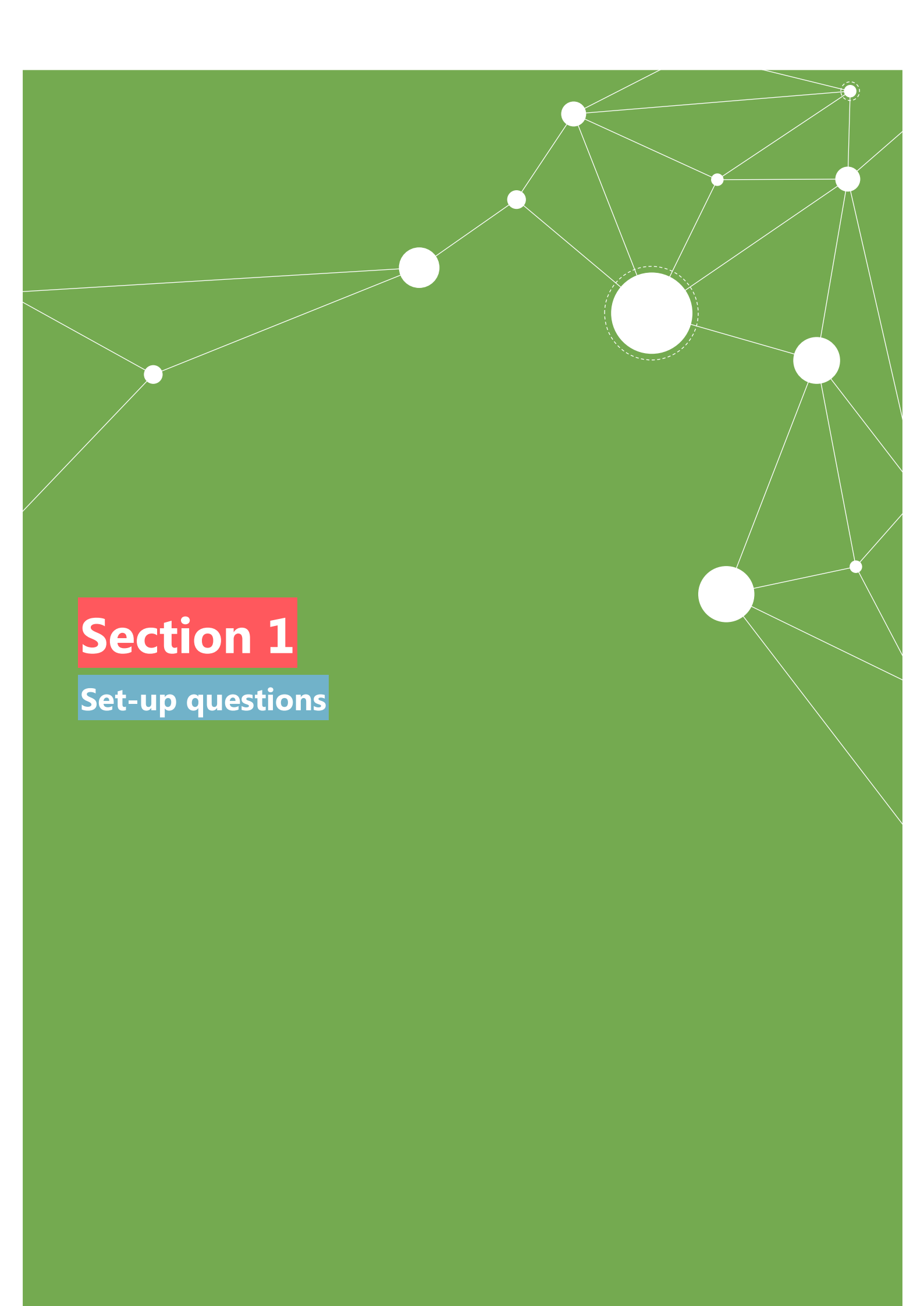
Changes included in this version:

| Section                   | Question No | Description of changes to this version |
|---------------------------|-------------|----------------------------------------|
| Third Household Section   | H116/H117   | Added Hindi & suppression changes      |
| Third Household Section   | H118        | Text changes                           |
| First recruitment Section | R2/R2b      | Text changes                           |
| First recruitment Section | R24 intro   | Text changes                           |
| First recruitment Section | R29 intro   | Text changes                           |
| First recruitment Section | R24         | Text changes                           |

## Notes

Colours used in this version indicate the following

| Colour    | Font/Box | Description                                                                                                             |
|-----------|----------|-------------------------------------------------------------------------------------------------------------------------|
| Blue      | Box      | Question routing (description and codes where applicable)                                                               |
| Green     | Box      | Automatically populated responses (from earlier questions) or other recoding (in script or post script editing applied) |
| Orange    | Box      | Interviewer coded questions (predominantly pre and post interview) for administration purposes.                         |
| Light Red | Box      | General note to interviewer/scripter                                                                                    |



# Section 1

## Set-up questions

## Set up questions

|                |                                                                         |    |
|----------------|-------------------------------------------------------------------------|----|
| <b>ES ONLY</b> |                                                                         |    |
| <b>ASK ALL</b> |                                                                         |    |
| <b>SN6</b>     | IS THIS AN INTERVIEW AT A SINGLE HOUSEHOLD OR A MULTIHOUSEHOLD ADDRESS? | SP |
|                | Single HH                                                               |    |
|                | Multi HH                                                                |    |

|                                |                                                                      |            |
|--------------------------------|----------------------------------------------------------------------|------------|
| <b>ES ONLY</b>                 |                                                                      |            |
| <b>ASK IF MULTI HH ADDRESS</b> |                                                                      |            |
| <i>[SN6= Multi HH]</i>         |                                                                      |            |
| <b>XMH0</b>                    | Is this multi household a...?                                        | SP         |
|                                | Fully self-contained dwelling                                        | GO TO XMH1 |
|                                | Dwelling with shared amenities but no shared living or dining spaces | GO TO XMH2 |
|                                | Other                                                                | GO TO XMH3 |

|                                       |                                                                                                                                                                                                                   |            |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>ES ONLY</b>                        |                                                                                                                                                                                                                   |            |
| <b>ASK IF SELF CONTAINED DWELLING</b> |                                                                                                                                                                                                                   |            |
| <i>[XMH0=CODE 1]</i>                  |                                                                                                                                                                                                                   |            |
| <b>XMH1</b>                           | Please give a reason as to why this address has been coded as a multi household.                                                                                                                                  | SP         |
|                                       | The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street                                                                                               |            |
|                                       | The address is split into two or more self-contained flats/dwellings. They have a joint entrance onto the street but each have a separate entrance internally with all washing and cooking facilities within this |            |
|                                       | Other- please provide details                                                                                                                                                                                     | GO TO XMH3 |

|                                                                                                                                                       |                                                                                                                                  |            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>ES ONLY</b>                                                                                                                                        |                                                                                                                                  |            |
| <b>ASK IF SHARED AMENITIES DWELLING</b>                                                                                                               |                                                                                                                                  |            |
| <i>[XMH0=CODE 2]</i>                                                                                                                                  |                                                                                                                                  |            |
| <b>XMH2</b>                                                                                                                                           | Please give a reason as to why this address has been coded as a multi household.                                                 | SP         |
|                                                                                                                                                       | The address is split into two or more dwellings which share only a bathroom                                                      |            |
|                                                                                                                                                       | The address is split into two or more dwellings which share only a kitchen which has no dining facilities                        |            |
|                                                                                                                                                       | The address is split into two or more dwellings which share a bathroom and a kitchen (and which has no shared dining facilities) |            |
|                                                                                                                                                       | Other- please provide details                                                                                                    | GO TO XMH3 |
| <b>NOTE: any dwellings which share any common living or dining spaces (including a table in the kitchen) should not be coded as multi-households.</b> |                                                                                                                                  |            |

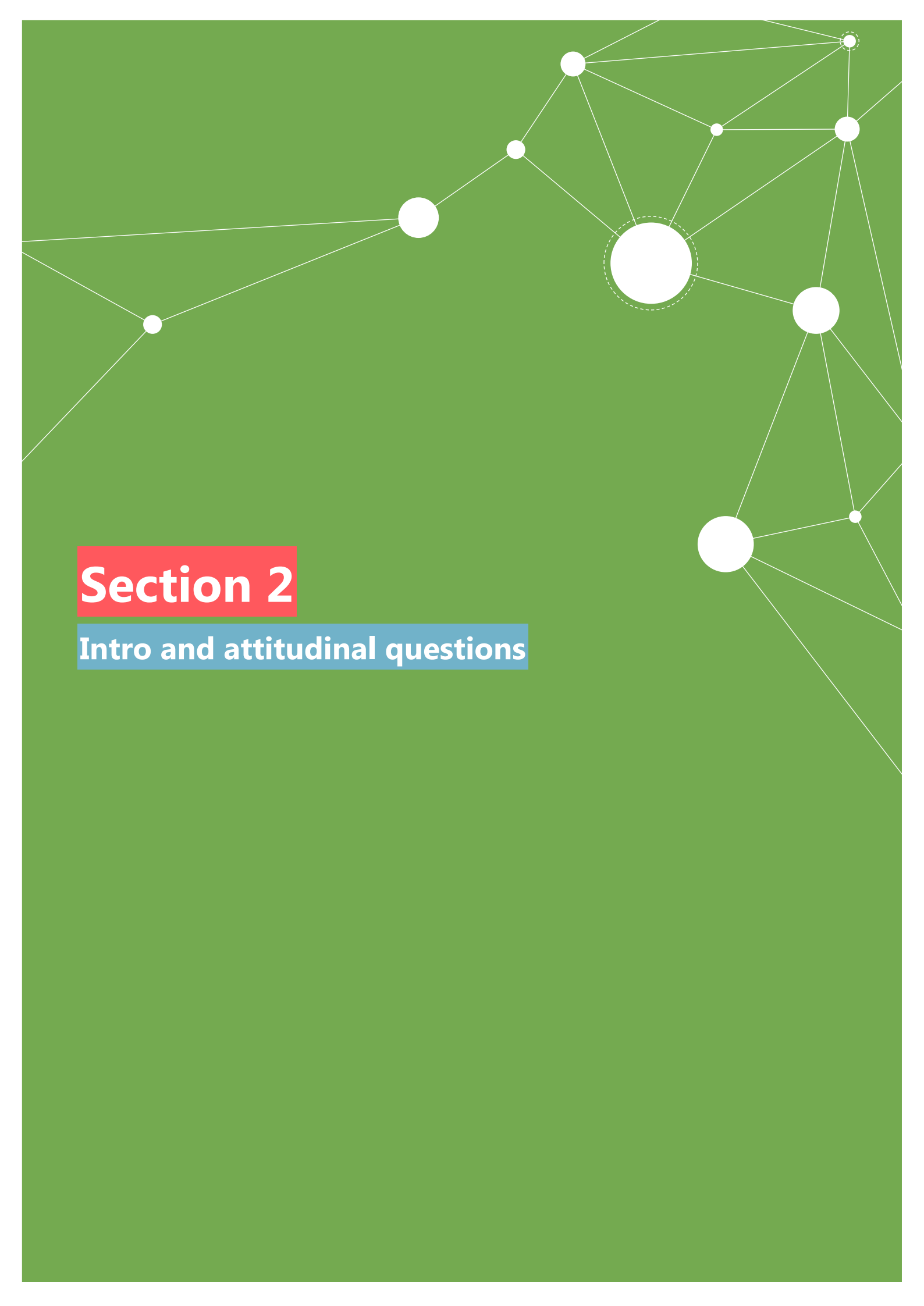
  

|                                                                                                                                                                                                                                           |                                                                 |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|--|
| <b>ES ONLY</b>                                                                                                                                                                                                                            |                                                                 |  |
| <b>ASK IF OTHER TYPE OF MULTI HOUSEHOLD ADDRESS</b>                                                                                                                                                                                       |                                                                 |  |
| <i>[XMH0, XMH1 OR XMH2 = OTHER]</i>                                                                                                                                                                                                       |                                                                 |  |
| <b>XMH3</b>                                                                                                                                                                                                                               | Please give full details why this address is a multi-household. |  |
| <b>NOTE that all multi-households should comply with the multi-household definition updated in December 2012. We will not be able to use interviews conducted at addresses which have been incorrectly classified as multi-household.</b> |                                                                 |  |
|                                                                                                                                                                                                                                           | WRITE IN                                                        |  |

|                                            |                                                                                            |  |
|--------------------------------------------|--------------------------------------------------------------------------------------------|--|
| <b>ES ONLY</b>                             |                                                                                            |  |
| <b>ASK IF XMH3 IS NOT ASKED</b>            |                                                                                            |  |
| <i>[XMH1 = CODE 1-2 or XM2 = CODE 1-3]</i> |                                                                                            |  |
| <b>XMH4</b>                                | Are there any further details you can provide as to why this address is a multi-household? |  |
|                                            | WRITE IN                                                                                   |  |





## Section 2

Intro and attitudinal questions

## Intro and attitudinal questions

| JULY INCENTIVE ES ONLY |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ASK ALL                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Pre-intro              | IF PART OF CONTROL SAMPLE (CODE 1):<br>INTERVIEWER: this is to confirm that this address is control sample.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Incentive info         | IF PART OF UNCONDITIONAL SAMPLE (CODE 2) AND NOT MHH<br>INTERVIEWER: please note that this address is part of the unconditional incentive sample and should have received a letter containing a £5 Love to shop voucher. Please refer to this during your doorstep introduction.<br><br>IF PART OF UNCONDITIONAL SAMPLE (CODE 2) AND MHH<br>INTERVIEWER: please note that this address is part of the unconditional incentive sample (£5 Love to shop voucher). However, as a MHH address this letter may not have been received by the home. Where no letter has been received please inform the household that they will receive the incentive later and record this in the comments at the end of the interview. |

| ES ONLY |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ASK ALL |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| intro   | NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents:<br><br><i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i><br><br>PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER:<br>[JOINT] HEAD OF HOUSEHOLD<br>[JOINT] HOUSEPERSON<br>THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL.<br><br>INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD. |

| JULY INCENTIVE ES ONLY ASK IF MHH AND INCENTIVE SAMPLE (CODE = 2) |                                                           |    |
|-------------------------------------------------------------------|-----------------------------------------------------------|----|
| MHINC                                                             | Did the home receive the letter mentioning the incentive? | SP |
|                                                                   | Yes                                                       |    |
|                                                                   | No                                                        |    |

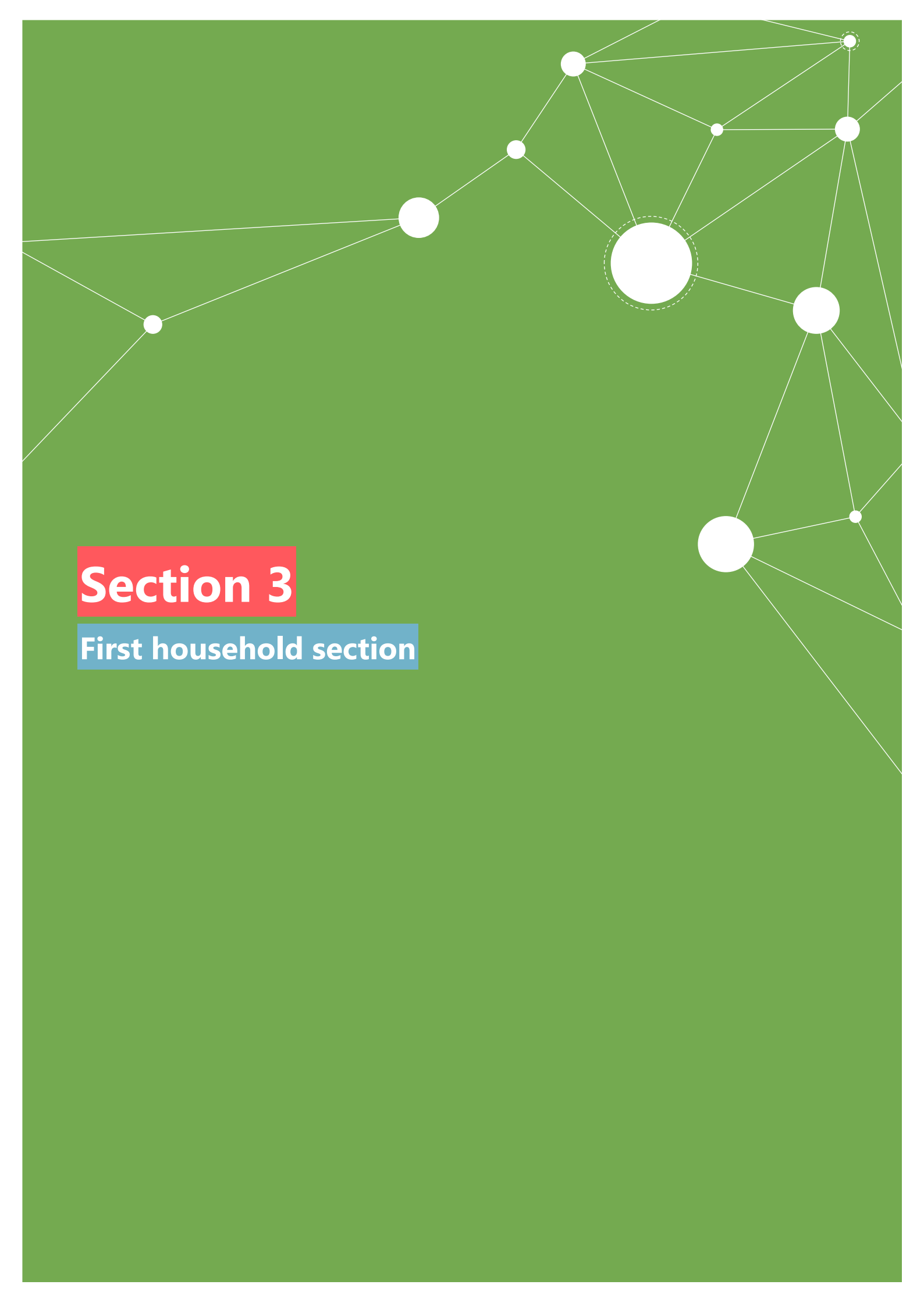
|                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>TEL SAMPLE ONLY</b>                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>ASK ALL</b>                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>DISPLAY NAME AND DATE OF TELEPHONE INTERVIEW</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Tel intro                                           | <p><b>NOTE:</b> It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents:</p> <p><i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK.</i></p> <p><i>We have previously spoken to &lt;NAME&gt; on the telephone about your home joining BARB TV panel.</i></p> <p><i>The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i></p> <p><b>PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER:</b></p> <p><b>[JOINT] HEAD OF HOUSEHOLD</b></p> <p><b>[JOINT] HOUSEPERSON</b></p> <p><b>THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL.</b></p> <p><b>INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.</b></p> <p><b>IF THE NAMED INDIVIDUAL IS NOT KNOWN WITHIN THE HOME THEN DO NOT INTERVIEW.</b></p> |
|                                                     | <p>Please confirm who you are speaking to</p> <p>Named individual</p> <p>Other household member (named individual is <b>not available</b>)</p> <p>Other household member (named individual is <b>not known</b>) – (exit interview)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

SP

| ESR SAMPLE ONLY |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ESR INTRO       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| ESR Intro       | <p><b>NOTE:</b> It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents:</p> <p><i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company.</i></p> <p><i>We have previously completed an interview with &lt;NAME&gt; (on &lt;DATE&gt;) about TV programmes and the equipment in your home.</i></p> <p><i>This survey was for BARB; the main source of television audience information in the UK.</i></p> <p><i>Following that survey, you said that you wouldn't mind being contacted again and I'd like to talk to you about the BARB viewing panel. The interview length will depend on your answers but should take about 10-12 minutes. All information you give will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i></p> <p><b>PLEASE ASK IF THE NAMED HOUSEHOLD MEMBER IS AVAILABLE TO SPEAK TO.</b></p> <p><b>IF THEY ARE AVAILABLE PLEASE CONFIRM THAT THEY ARE AGED 16+ AND FITS THE DEFINITION OF EITHER:</b></p> <p style="padding-left: 40px;">[JOINT] HEAD OF HOUSEHOLD</p> <p style="padding-left: 40px;">[JOINT] HOUSEPERSON</p> <p style="padding-left: 40px;">THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL.</p> <p><b>IF THEY ARE NOT AVAILABLE AND YOU ARE NOT ABLE TO MAKE AN APPOINTMENT THEN YOU CAN COMPLETE THE INTERVIEW WITH ANOTHER MEMBER OF THE HOUSEHOLD PROVIDED THEY ARE AGED 16+ AND FIT ONE OF THE DEFINITIONS ABOVE.</b></p> <p><b>INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.</b></p> <p><b>IF THE NAMED INDIVIDUAL IS NOT KNOWN WITHIN THE HOME THEN DO NOT INTERVIEW.</b></p> |
|                 | <p>Please confirm who you are speaking to <span style="float: right;">SP</span></p> <p style="padding-left: 40px;">Named individual</p> <p style="padding-left: 40px;">Other household member (named individual is <b>not available</b>)</p> <p style="padding-left: 40px;">Other household member (named individual is <b>not known</b>) – (exit interview)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

| TEL AND ESR SAMPLE ONLY |                                                                                                                                                                                |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tel and ESR intro 2     | <p><b>I'm going to ask you about your home, including all the people who live here and the TV equipment you have, and give you some more details about the BARB panel.</b></p> |

| ASK ALL EXCEPT ESR |                                                                                                                                 |    |                           |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------|----|---------------------------|
| <b>H1</b>          | <b><u>SHOW CARD</u></b>                                                                                                         |    | MP                        |
|                    | Which of the following kinds of TV programmes do you like to watch?                                                             |    |                           |
|                    | Films                                                                                                                           | 1  | Music 11                  |
|                    | Drama                                                                                                                           | 2  | Arts 12                   |
|                    | Soaps                                                                                                                           | 3  | Science/technology 13     |
|                    | Comedy                                                                                                                          | 4  | Documentaries 14          |
|                    | Quiz/Game Shows                                                                                                                 | 5  | Nature/wildlife 15        |
|                    | Chat Shows                                                                                                                      | 6  | News / Current Affairs 16 |
|                    | Animation                                                                                                                       | 7  | Reality 17                |
|                    | DIY/Home/Garden improvement                                                                                                     | 8  | Other (Specify) 18        |
|                    | Cookery                                                                                                                         | 9  | Don't know 19             |
|                    | Sport                                                                                                                           | 10 | No answer 20              |
| ASK ALL EXCEPT ESR |                                                                                                                                 |    |                           |
| <b>H2</b>          | <b><u>SHOW CARD</u></b>                                                                                                         |    |                           |
| <b>Intro</b>       | How much do you agree or disagree with each of the following statements?                                                        |    |                           |
| <b>H2</b>          | Watching TV is my main leisure activity                                                                                         |    | SP                        |
| <b>H4</b>          | I always make sure I have the latest TV technology                                                                              |    | SP                        |
| <b>H5</b>          | I structure my evening's activity around the TV schedule                                                                        |    | SP                        |
| <b>H123</b>        | The quality of TV programming needs to be improved                                                                              |    | SP                        |
|                    | I agree strongly<br>I agree slightly<br>I neither agree or disagree<br>I disagree slightly<br>I disagree strongly<br>Don't know |    |                           |



# Section 3

First household section

## First household section

|                                                                          |                                                                                                                                                                                                                         |                                   |
|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| <b>ASK ALL</b>                                                           |                                                                                                                                                                                                                         |                                   |
| <b>H8 intro</b>                                                          | Now I would like to ask you about your household's television equipment and how you receive your television channels...                                                                                                 |                                   |
| <b>H8</b>                                                                | First of all how many TV sets are there in your household?<br>Note: Please think of all the rooms in the household and include all TV sets                                                                              | NUM                               |
|                                                                          | WRITE IN (0-99)<br>DK/REF                                                                                                                                                                                               | IF 0 GO TO H17<br>THANK AND CLOSE |
| <b>ASK IF H8=DK/REF</b>                                                  |                                                                                                                                                                                                                         |                                   |
| <b>H8 TERM</b>                                                           | INTERVIEWER NOTE: YOU HAVE CHOSEN DON'T KNOW (IF H8=DK)/REFUSED (IF H8=REF) – THIS WILL TERMINATE THE INTERVIEW, DO YOU WISH TO TERMINATE THE INTERVIEW?                                                                | SP                                |
|                                                                          | Yes – Terminate interview (go to)<br>No – Go back to H8                                                                                                                                                                 |                                   |
| <b>ASK IF ANY SETS IN HOME</b><br>[H8>0]                                 |                                                                                                                                                                                                                         |                                   |
| <b>H64 intro</b>                                                         | <b>SINGLE SET:</b><br>I'd now like to ask about the ways that your household is able to receive TV programmes...                                                                                                        |                                   |
|                                                                          | <b>2+ SETS:</b><br>I'd now like to ask about the ways that your household is able to receive TV programmes on any TV set...                                                                                             |                                   |
| <b>ROTATE QUESTIONS: H64, H65, H66 (CREATE VARIABLE TO REPORT ORDER)</b> |                                                                                                                                                                                                                         |                                   |
| <b>ASK IF ANY SETS IN HOME</b><br>[H8>0]                                 |                                                                                                                                                                                                                         |                                   |
| <b>H64</b>                                                               | Do you receive TV programmes using cable? E.g. Virgin Media<br><br>Note: this would mean that there is a cable running from your home to a cable network in the street through which you receive a TV signal            | SP                                |
|                                                                          | Yes<br>No                                                                                                                                                                                                               |                                   |
| <b>ASK IF CABLE IN HOME</b><br>[H64=1]                                   |                                                                                                                                                                                                                         |                                   |
| <b>H127</b>                                                              | Do you pay a monthly subscription for your cable TV service?                                                                                                                                                            | SP                                |
|                                                                          | Yes<br>No<br>Don't know                                                                                                                                                                                                 |                                   |
| <b>ASK IF ANY SETS IN HOME</b><br>[H8>0]                                 |                                                                                                                                                                                                                         |                                   |
| <b>H65</b>                                                               | Do you receive TV programmes using a satellite dish on the outside of your home? For example, Freesat or Sky<br><br>Note: this would include any communal systems sometimes used in flats                               | SP                                |
|                                                                          | Yes<br>No                                                                                                                                                                                                               |                                   |
| <b>ASK IF ANY SETS IN HOME</b><br>[H8>0]                                 |                                                                                                                                                                                                                         |                                   |
| <b>H66</b>                                                               | Do you receive TV programmes using a TV aerial? This could include Freeview or YouView ( <i>in NI only</i> ) or Saorview<br><br>Note: This could be fixed on the outside of your home or be an indoor or set-top aerial | SP                                |
|                                                                          | Yes<br>No                                                                                                                                                                                                               |                                   |

**ASK IF ANY SETS IN HOME**

[H8&gt;0]

**H112 SHOW SCREEN**

MP

Do you receive TV programmes on any TV sets using a YouView, TalkTalk, BT TV, or Plusnet set top box?

**Note: please code all that apply**

**Note: For a more detailed explanation of these set top boxes select further information**

YouView  
TalkTalk  
BT Vision or BT TV set top box  
Plusnet  
None of these (SP)  
Further Information

**ASK IF ANY SETS IN HOME**

[H8&gt;0]

**H68 SHOW SCREEN**

MP

Do you receive TV programmes on any TV sets using any of the following methods?

**Note: please code all that apply**

**NOTE: For a more detailed explanation select further information**

**INTERVIEWER: READ OUT OPTIONS:**

A 'smart TV' with its own connection to the Internet  
A set top box or other device which allows you to connect to the Internet, e.g.  
Amazon Fire, Now TV, Apple TV  
By connecting the TV set to a games console  
By connecting the TV set to a computer, tablet or smartphone  
Other (Specify)  
None of these  
Further information

**ASK ALL**

**H17** Do you, or does anyone in your household, have access to broadband internet at home?

SP

**NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G. And includes any broadband connection shared with a neighbour**

Yes  
No  
Don't know

**FORCE EDIT: SET YES IF H114 IS 3G OR 4G MOBILE PHONE / 3G OR 4G INTERNET DEVICE / TABLET OR COMPUTER WITH 3G OR 4G SIM**



**ASK IF BROADBAND CLAIM****[H17=Yes]****H115 SHOW SCREEN**

MP

How do you or any members of your household access the internet?

Fixed line broadband (via router or Wi-Fi)

3G or 4G mobile phone

3G or 4G mobile broadband device (Such as a Dongle)

Tablet or Computer with a 3G or 4G data SIM card

Other (Specify)

Don't know

**ASK IF NO BROADBAND CLAIM****[H17=NO OR DK]****H113 Do you, or does anyone in your household, have any sort of internet access at home?**

SP

Yes

No

Don't know

**ASK IF OTHER INTERNET CLAIMED****[H113=Yes]****H114 SHOW SCREEN**

MP

What type of internet access is this?

Fixed line internet access via a router or Wi-Fi

3G or 4G mobile phone

3G or 4G mobile internet device (such as a dongle)

Tablet or Computer with a 3G or 4G data SIM card

Dial-up using the home phone line

Other (Specify)

Don't know

**ASK IF BROADBAND CLAIM****[H17=Yes OR H114=code 1-4]****H129 SHOW SCREEN**

MP

Who is your current broadband **[if H17=Yes]** internet **[if H114= code 1-4]** provider?

BT

Sky

Virgin Media

TalkTalk

Plusnet

Now TV

EE

Vodafone

Three

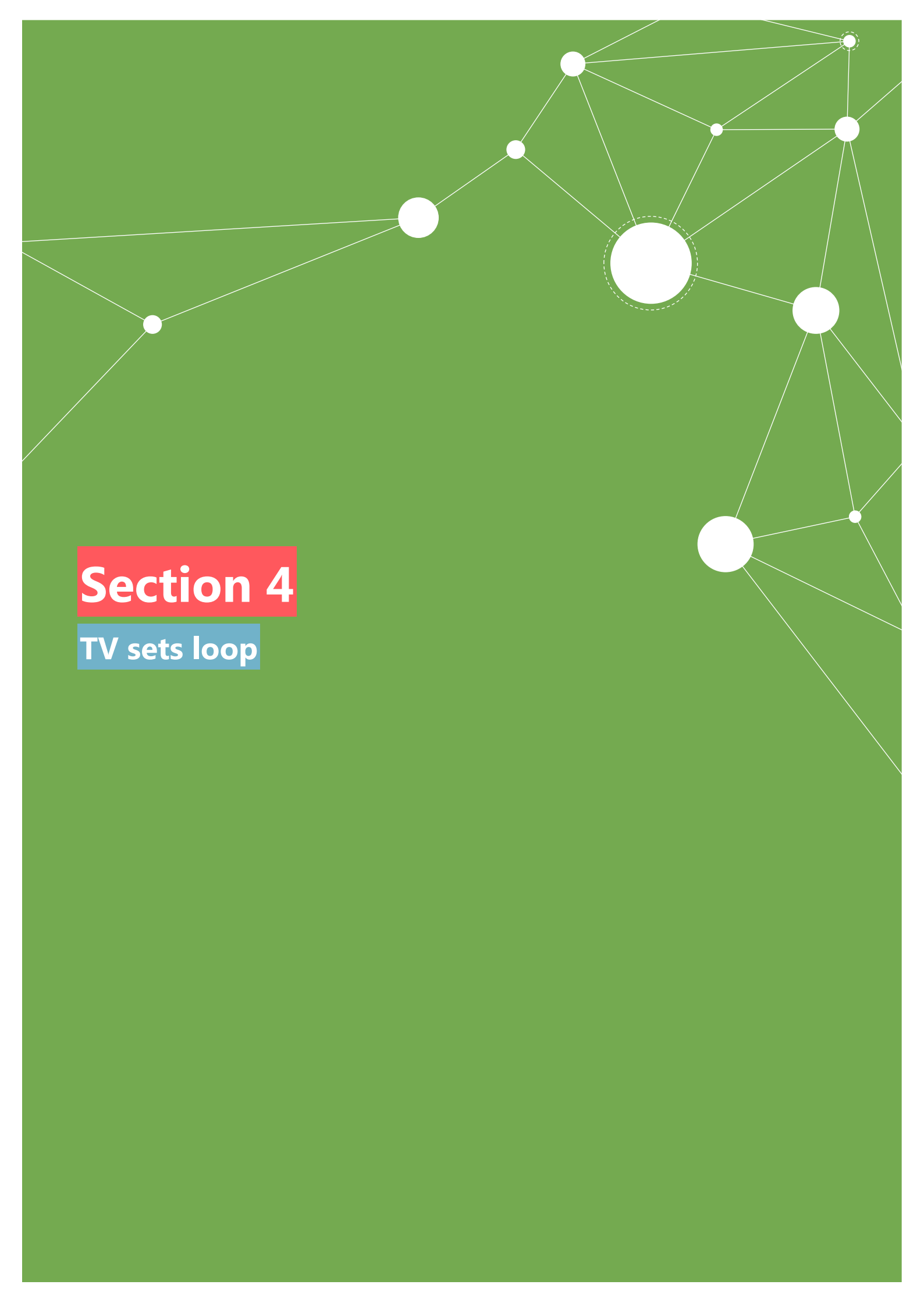
Post Office

Other (Specify)

Don't know

|                                                         |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| <b>ASK ALL</b>                                          |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| <b>H51</b>                                              | <b>IF NO COMPUTER CLAIM AT H68</b><br>How many computers or tablets, if any, does your household have?<br><br><b>IF COMPUTER CLAIM AT H68</b><br>How many computers or tablets, does your household have?<br><br>By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads, but <b>not</b> mobile phones.<br><br>WRITE IN (0-99) | NUM                                                              |
| <i>FORCE EDIT: SET REF AND DK TO 0</i>                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| <b>ASK IF ANY COMPUTER OR TABLET CLAIMED</b><br>[H51>0] |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| <b>H101a</b>                                            | <b>IF H51=1</b> Is this a tablet?<br><br>Yes<br>No<br>Don't know                                                                                                                                                                                                                                                                                                                      | SP<br><br><br>Set H101 to 01<br>Set H101 to 00<br>Set H101 to 00 |
| <b>H101</b>                                             | <b>IF H51&gt;1</b> How many of these are tablets?<br><br>WRITE IN (0-99) (0-Max value of H51)<br>Don't know                                                                                                                                                                                                                                                                           | NUM                                                              |
| <i>FORCE EDIT: SET REF AND DK TO 0</i>                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| <b>ES ONLY NOT ESR</b>                                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| <b>ASK IF 1 COMPUTER CLAIMED</b><br>[H51=1]             |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| <b>H111a</b>                                            | Has this computer/tablet been used in the last 6 months?<br><br>Yes<br>No                                                                                                                                                                                                                                                                                                             | SP                                                               |
| <b>ASK IF 2+ COMPUTERS CLAIMED</b><br>[H51>1]           |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| <b>H111b</b>                                            | How many of these computers/tablets have been used in the last 6 months?<br><br>WRITE IN (0-Max value of H51)                                                                                                                                                                                                                                                                         | NUM                                                              |

|                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>ES ONLY NOT ESR</b>                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |
| <b>ASK IF ANY COMPUTER OR TABLET CLAIMED</b>                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |
| <b>[H51&gt;0]</b>                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |
| <b>H72</b>                                                                                                                                             | <p><b>IF H101=0 AND H51=1 (single device; no tablet claimed)</b><br/>Thinking about your computer; do you, or does anyone in your household, ever use this computer to watch TV programmes?</p> <p><b>IF H101=1 AND H51=1 (single device; tablet claimed)</b><br/>Thinking about your tablet; do you, or does anyone in your household, ever use this tablet to watch TV programmes?</p> <p><b>IF H101=0 AND H51&gt;1 (multiple devices; no tablets claimed)</b><br/>Thinking about all the computers in your household; do you, or does anyone in your household, ever use any of these computers to watch TV programmes?</p> <p><b>IF H101&gt;1 AND H51=H101 (multiple devices; all tablets claimed)</b><br/>Thinking about all the tablets in your household; do you, or does anyone in your household, ever use any of these tablets to watch TV programmes?</p> <p><b>IF H101&gt;1 AND H51&gt;H101 (multiple devices; computers and tablets claimed)</b><br/>Thinking about all the computers and tablets in your household; do you, or does anyone in your household, ever use any of these computers or tablets to watch TV programmes?</p> <p>Yes<br/>No</p> | <b>SP</b>  |
| <b>ES ONLY NOT ESR</b>                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |
| <b>ASK IF 2+ COMPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV</b>                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |
| <b>[H51&gt;1 AND H72 = YES]</b>                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |
| <b>H73</b>                                                                                                                                             | <p><b>IF H101=0 AND H51&gt;1 (multiple devices; no tablets claimed)</b><br/>And how many of these computers do you, or does anyone in your household, use to watch television programmes?</p> <p><b>IF H101&gt;1 AND H51=H101 (multiple devices; all tablets claimed)</b><br/>And how many of these tablets do you, or does anyone in your household, use to watch television programmes?</p> <p><b>IF H101&gt;0 AND H51&gt;H101 (multiple devices; computers and tablets claimed)</b><br/>How many of these computers and tablets do you, or does anyone in your household, use to watch television programmes?</p> <p>WRITE IN (0-Max value of H51)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>NUM</b> |
| <p><b>IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET TO YES</b><br/><b>[H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]</b></p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |



# Section 4

TV sets loop

## TV sets loop

### SUMMARY TO BE PROVIDED FOR SET LOOP

**DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT IN EACH LOOP**

**ADD LOCATION ONCE S3 IS ASKED:**

**IF 1<sup>st</sup> TV:** Talking about your **main set** only, which is located in the <<INSERT S3 RESPONSE>>.

**FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2<sup>nd</sup>/3<sup>rd</sup> set...” ETC AS APPLICABLE**

**REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8**

### ASK FOR ALL SETS

|              |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S3</b>    | <b>IF 1 set:</b> Going back to ask about the television set in your home                                                                                                                                                                                                                                                                                                                                                                             |    |
| <b>intro</b> | <b>If 2+ valid sets:</b> Going back to ask about the television sets in your home.<br>Thinking of each television set in turn and starting with the one that you, and your household, watch most often...<br><b>2+ SET:</b> Now thinking of your <second, third, fourth etc...> TV set                                                                                                                                                               |    |
| <b>S3</b>    | <b>SHOW SCREEN</b><br>In which room in your house is this TV set?<br>Main living room<br>Kitchen (which is not the main living room)<br>Adult's bedroom (which is not the main living room)<br>Child's bedroom (0-15) (which is not the main living room)<br>Other bedroom<br>Second living/dining room<br>Study/office<br>TV room<br>Conservatory<br>Attic or loft room<br>No specific location/frequently moved<br>Stored away<br>Other (WRITE IN) | SP |

(END SET LOOP)

### ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

|           |                                                                                              |     |
|-----------|----------------------------------------------------------------------------------------------|-----|
| <b>S5</b> | What is the screen size in inches? By that I mean the diagonal measurement across the screen | NUM |
|           | <b>NOTE: if screen size is not known, measure diagonally across the screen</b>               |     |
|           | WRITE IN (2 digits required from 05 – 99)                                                    |     |
|           | Don't know                                                                                   |     |

### ASK IF SCREEN SIZE IS <10 INCHES

[S5 = 5–9]

|            |                                                                                         |    |
|------------|-----------------------------------------------------------------------------------------|----|
| <b>S5a</b> | You have said that the TV screen size is <<insert size at S5>> inches. Is this correct? | SP |
|            | Yes                                                                                     |    |
|            | No                                                                                      |    |

**IF NO, ROUTE BACK TO S5**

**CONFIRM EACH SET IN HH**

|                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>S10A / S11A / S9A / S14B - ROTATE TO MATCH ORDER OF H64, H65 AND H66 (KEEP S9A AND S14B TOGETHER)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>ASK IF 1+ SET<br/>H8&gt;=1</b>                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>S10a</b>                                                                                              | <p>Can you confirm that this set is connected to cable TV services? <span style="float: right;">SP</span></p> <p><b>IF CABLE IS THE ONLY PLATFORM CLAIM AT HH</b><br/> H64=YES AND H65 = NO AND H66 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE</p> <p>Is this set connected to cable TV services?</p> <p><b>IF CABLE AND 1+ OTHER PLATFORM CLAIMED AT HH OR NO PLATFORMS CLAIMED AT HH</b><br/> H64=YES AND (H65 = YES OR H66 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE)</p> <p>Yes<br/>No</p>                                                                                                                                                                               |
| <b>ASK IF 1+ SET<br/>H8&gt;=1</b>                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>S11a</b>                                                                                              | <p>Can you confirm that this set is connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set <span style="float: right;">SP</span></p> <p><b>IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH</b><br/> H65=YES AND H64 = NO AND H66 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE</p> <p>Is this set connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set</p> <p><b>IF SATELLITE AND 1+ OTHER PLATFORM CLAIMED AT HH OR NO PLATFORMS CLAIMED AT HH</b><br/> H65=YES AND (H64 = YES OR H66 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE)</p> <p>Yes<br/>No</p> |
| <b>ASK IF 1+ SET<br/>H8&gt;=1</b>                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>S9a</b>                                                                                               | <p>Can you confirm that this set receives TV programmes via an aerial? <span style="float: right;">SP</span></p> <p><b>IF DTT IS THE ONLY PLATFORM CLAIM AT HH</b><br/> H66=YES AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE</p> <p>Does this set receive TV programmes via an aerial?</p> <p><b>IF DTT CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br/> H66=YES AND (H64 = YES OR H65 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE)</p> <p>Yes<br/>No</p>                                                                                                                                                            |
| <b>ASK IF DTT ON SET<br/>[S9A= YES OR H88 HAS SET CODED]</b>                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>S14b</b>                                                                                              | <p><b>SHOW SCREEN</b> <span style="float: right;">SP</span></p> <p>How does this set receive TV programmes via this aerial?</p> <p>Separate box<br/>Integrated into the TV set<br/>Both (separate box and integrated)<br/>Don't know</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

**ASK IF 1+ SET  
H8>=1**

|             |                                                                                                                                                                                                                                                                                                                                            |    |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S55a</b> | Can you confirm that this set receives TV programmes from a BT Vision or BT TV set top box?<br><b>IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH</b><br>H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND H64 = NO AND H65 = NO AND H66 = NO AND H68= NONE OF THESE                                                      | SP |
|             | Does this set receive TV programmes from a BT Vision or BT TV set top box?<br><b>IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br>H112= BT VISION OR BT TV SET TOP BOX AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM) |    |
|             | Yes                                                                                                                                                                                                                                                                                                                                        |    |
|             | No                                                                                                                                                                                                                                                                                                                                         |    |

**ASK IF 1+ SET  
H8>=1**

|             |                                                                                                                                                                                                                                                                       |    |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S54a</b> | Can you confirm that this set receives TV programmes from TalkTalk?<br><b>IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH</b><br>H112=TALKTALK (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H68= NONE OF THESE                                                           | SP |
|             | Does this set receive TV programmes from TalkTalk?<br><b>IF TALKTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br>H112=TALKTALK AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM) |    |
|             | Yes                                                                                                                                                                                                                                                                   |    |
|             | No                                                                                                                                                                                                                                                                    |    |

**ASK IF 1+ SET  
H8>=1**

|             |                                                                                                                                                                                                                                                                    |    |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S67a</b> | Can you confirm that this set receives TV programmes from YouView?<br><b>IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH</b><br>H112 =YOUVIEW (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE                                                       | SP |
|             | Does this set receive TV programmes from YouView?<br><b>IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br>H112 =YOUVIEW AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) |    |
|             | Yes                                                                                                                                                                                                                                                                |    |
|             | No                                                                                                                                                                                                                                                                 |    |

**ASK IF 1+ SET  
H8>=1**

|             |                                                                                                                                                                                                                                                                                                            |    |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S56a</b> | Can you confirm that this set receives TV programmes by connecting the TV set to a games console?<br><b>IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH</b><br>H68= GAMES CONSOLE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE                                         | SP |
|             | Does this set receive TV programmes by connecting the TV set to a games console?<br><b>IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br>H68=GAMES CONSOLE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) |    |
|             | Yes                                                                                                                                                                                                                                                                                                        |    |
|             | No                                                                                                                                                                                                                                                                                                         |    |

**ASK IF 1+ SET  
H8>=1**

|             |                                                                                                                                                                                                                                                                            |    |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S72a</b> | Can you confirm that this set receives TV programmes from Plusnet?<br><b>IF PLUSNET IS THE ONLY PLATFORM CLAIM AT HH</b><br><i>H112 = PLUSNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68 = NONE OF THESE</i>                                                      | SP |
|             | Does this set receive TV programmes from Plusnet?<br><b>IF PLUSNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br><i>H112 = PLUSNET AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i> |    |
|             | Yes                                                                                                                                                                                                                                                                        |    |
|             | No                                                                                                                                                                                                                                                                         |    |

**ASK IF 1+ SET  
H8>=1**

|             |                                                                                                                                                                                                                                                                                                                                                                       |    |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S57a</b> | Can you confirm that this set receives TV programmes by connecting the TV set to a computer, tablet or smartphone?<br><b>IF CONNECTION TO A COMPUTER OR TABLET/SMARTPHONE IS THE ONLY PLATFORM CLAIM AT HH</b><br><i>H68 = COMPUTER/TABLET/SMARTPHONE (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H112 = NONE OF THESE</i>                                           | SP |
|             | Does this set receive TV programmes by connecting the TV set to a computer, tablet or smartphone?<br><b>IF CONNECTION TO A COMPUTER/TABLET/SMARTPHONE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br><i>H68 = COMPUTER/TABLET /SMARTPHONE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i> |    |
|             | Yes                                                                                                                                                                                                                                                                                                                                                                   |    |
|             | No                                                                                                                                                                                                                                                                                                                                                                    |    |

**ASK IF 1+ SET  
H8>=1**

|             |                                                                                                                                                                                                                                                                                                                                                        |    |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S58a</b> | Can you confirm that this is a smart TV set which receives TV programmes using its own connection to the Internet<br><b>IF SMART TV WITH ITS OWN CONNECTION TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH</b><br><i>H68 = DC TO INTERNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE</i>                                       | SP |
|             | Is this a smart TV set which receives TV programmes using its own connection to the internet?<br><b>IF SMART TV WITH ITS OWN CONNECTION TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br><i>H68 = DC TO INTERNET AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i> |    |
|             | Yes                                                                                                                                                                                                                                                                                                                                                    |    |
|             | No                                                                                                                                                                                                                                                                                                                                                     |    |

**ASK IF 1+ SET  
H8>=1**

|             |                                                                                                                                                                                                                                                                                                                                                                                                                   |    |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S74a</b> | Can you confirm that this set receives TV programmes using a set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV?<br><b>IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH</b><br><i>H68 = STB OR DEVICE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE</i>                                          | SP |
|             | Does this set receive TV programmes using a set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV?<br><b>IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br><i>H68 = STB OR DEVICE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i> |    |
|             | Yes                                                                                                                                                                                                                                                                                                                                                                                                               |    |
|             | No                                                                                                                                                                                                                                                                                                                                                                                                                |    |



**ASK IF 1+ SET  
H8>=1**

**S59a** Can you confirm that this set receives TV programmes from another supplier: <H68 Other>? SP  
**IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH**  
H68= OTHER (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE

Does this set receive TV programmes from another supplier: <H68 Other>?  
**IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR  
NO PLATFORMS CLAIMED AT HH**  
H68=OTHER AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)

Yes  
No

**CABLE / SATELLITE / A TV AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66**
**ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET**

[S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S57A OR S58A OR S59A OR S74A = YES]

**S60** Apart from receiving TV programmes via: SP  
**SHOW SCREEN**

DISPLAY AS APPROPRIATE:  
Cable (if S10a = Yes)  
Satellite (if S11a = Yes)  
A TV Aerial (if S9a = Yes)  
BT Vision or BT TV set top box (if **S55A**= BT Vision or BT TV set top box)  
TalkTalk (if **S54A** = TalkTalk)  
Plusnet (if **S72A** = Plusnet)  
YouView (if **S67A** = YouView)  
A 'smart TV' with its own connection to the internet (if H68 = internet)  
A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV (if H68=STB/other device)  
Connecting the TV set to a games console (if **S56A/B** = games console)  
Connecting the TV set to a computer, tablet or smartphone (if **S57A/B** = computer)  
Another TV supplier (H68 verbatim) (if **S59A** = other)

Does this set receive TV programmes using any other method?

Yes GO TO S61  
No GO TO S24

**S61 / S62 / S63 PERMIT EXTRA PLATFORMS TO BE CODED FOR ALL SETS**

|                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)</b>                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>ASK IF ANOTHER METHOD ON SET CLAIMED</b><br>[S60 = YES]                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>S61</b>                                                                                                                                             | <p><b>SHOW SCREEN</b></p> <p>Which other methods are used by this set?</p> <p><b>SCRIPTER NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED</b><br/> <b>NOTE: INTERVIEWER TO PROBE FULLY</b><br/> <b>NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE</b></p> <p>Cable CODE S10a=YES AND H64=YES<br/> Satellite CODE S11a=YES AND H65=YES<br/> An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box <b>(ROUTE ON ANY AERIAL)</b> CODE S9a=YES, S14b=SEPARATE BOX, H66=YES<br/> An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and integrated reception <b>(ROUTE ON ANY AERIAL)</b> CODE S9a=YES, S14b=INTEGRATED, H66=YES<br/> BT Vision or BT TV set top box CODE S55a/b =YES AND H112=BT VISION OR BT TV<br/> TalkTalk CODE S54a =YES AND H112=TALKTALK<br/> Plusnet CODE S72a =YES AND H112=PLUSNET<br/> YouView CODE S67a =YES AND H112=YOUVIEW<br/> A 'smart TV' with its own connection to the internet CODE S58a =YES AND H68 = INTERNET<br/> A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV CODE S74a =YES AND H68=STB/DEVICE<br/> By connecting the TV set to a games console CODE S56a =YES AND H68=CONSOLE<br/> By connecting the TV set to a computer, tablet or smartphone CODE S57a =YES AND H68=COMPUTER<br/> Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a<br/> None of these<br/> Don't know</p> | MP |
| <b>POST-CAPI RECODE H66-H68 AS DETAILED</b>                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>ASK IF NO PLATFORM CLAIMED ON SET</b><br>NONE OF (S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S57A OR S58A OR S59A OR S74A =YES] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>S62</b>                                                                                                                                             | <p><b>ASK IF NO PLATFORM CLAIMED ON SET</b></p> <p>You have said this set does not receive TV programmes by any method, is this correct?</p> <p>Yes GO TO S51/38/52 THEN S2<br/> No GO TO S63</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | SP |

| CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H56, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ASK IF NO PLATFORMS CLAIMED ON SET<br>[S62=NO]                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>S63</b>                                                                                                         | <p><b>SHOW SCREEN</b> <span style="float: right;">MP</span></p> <p>Which methods are used to receive TV programmes on this set?</p> <p><b>NOTE: INTERVIEWER TO PROBE FULLY</b><br/><b>NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE</b></p> <p>Cable <span style="float: right;">CODE S10a=YES AND H64=YES</span><br/> Satellite <span style="float: right;">CODE S11a=YES AND H65=YES</span><br/> An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box <span style="float: right;">CODE S9a=YES, S14=SEPARATE BOX, H66=YES</span><br/> An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and integrated reception <span style="float: right;">CODE S9a=YES, S14=INTEGRATED, H66=YES</span><br/> BT Vision or BT TV set top box <span style="float: right;">CODE S55a =YES AND H112= BT VISION OR BT TV SET TOP BOX</span><br/> TalkTalk <span style="float: right;">CODE S54a=YES AND H112=TALKTALK</span><br/> Plusnet <span style="float: right;">CODE S72a =YES AND H112=PLUSNET</span><br/> YouView <span style="float: right;">CODE S67a =YES AND H112 =YOUVIEW</span><br/> A 'smart TV' with its own connection to the internet <span style="float: right;">CODE S58a=YES, AND H68 = INTERNET</span><br/> A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV <span style="float: right;">CODE S74a=YES AND H68=STB/DEVICE</span><br/> By connecting the TV set to a games console <span style="float: right;">CODE S56a=YES AND H68=CONSOLE</span><br/> By connecting the TV set to a computer, tablet or smartphone <span style="float: right;">CODE S57a =YES AND H68=COMPUTER</span><br/> Another TV supplier (Specify) <span style="float: right;">CODE H68=OTHER, CODE S59A ONLY IF SINGLE CODE CHOSEN</span><br/> Don't know</p> |
| <b>POST-CAPI RECODE H66-H68 AS DETAILED</b>                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

**END OF PLATFORM CODING FOR SET**

## EQUIPMENT CODING FOR ALL SETS

**ROTATE THESE QUESTION SECTIONS TO MATCH ORDER OF H64, H65 AND H66**

**CABLE - S24, S53**

**SATELLITE - S69, S68, S70, S71, S75**

**AERIAL - S25, S50**

**ASK IF CABLE CLAIM ON SET**

[S10A = YES OR S61 = CABLE OR S63 = CABLE]

**S24 SHOW SCREEN**

SP

(IF S9a, S11a, S55a, S54a, S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES) You have said this set is able to receive TV services via cable.

Can the cable box be used to record TV programmes?

Cable boxes that can record TV programmes include V+, TiVo and V6.

**NOTE: For a more detailed explanation select further information**

Yes – V+

Yes – TiVo

Yes – V6

Yes – but not sure which type of box

No

Don't know

Further information

**FORCE EDIT: SET DK TO NO**

**ASK IF CABLE CLAIM ON SET**

[S10A = YES OR S61 = CABLE OR S63 = CABLE]

**S53 SHOW SCREEN**

SP

I would now like to ask you about High Definition television or HD.

Do you receive HD channels via cable TV?

**NOTE: For a more detailed explanation select further information**

Yes

No

Don't know

Further information

**FORCE EDIT: SET DK TO NO**

**ASK IF SATELLITE CLAIM ON SET**

[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]

**S69 SHOW SCREEN**

SP

(IF S10a, S9a, S55a, S54a, S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES You have said this set is able to receive TV services via satellite

Do you receive your satellite TV services via Sky?

Yes – via Sky with subscription

Yes – via Sky without subscription

No

Don't know

**ASK IF SATELLITE CLAIM ON SET**

[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]

**S68 SHOW SCREEN**

MP

In addition to Sky, (If S69=code 1 or 2)

Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV.

Yes – via a Freesat set top box

Yes – via Freesat integrated into the TV set

No

Don't know

**ASK IF SATELLITE CLAIM ON SET***[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]***S70 SHOW SCREEN**

SP

In addition to Sky, **(If S69=code1 or 2)**In addition to Freesat, **(If S68=code1 or 2)**In addition to Sky and Freesat, **(If S69=code 1 or 2 AND S68=Yes 1 or 2)**Do you receive your satellite TV services via a set top box that is **not** from Sky or Freesat?

Yes (Specify)

No

Don't know

**FORCE EDIT: IF NO OR DK AT S68 AND S69 AND S70, SET S70 TO OTHER PROVIDER****ASK IF SKY AND FREESAT CLAIM ON SET***[S69+S68 = YES (code 1 or 2)]***S71 SHOW SCREEN**

SP

[IF S70 is YES] In addition to the set top box that is **not** from Sky or Freesat you have said that this set also receives satellite TV from **BOTH** Sky and Freesat.[IF S70 is No or DK] You have said that this set receives satellite TV from **BOTH** Sky and Freesat.

In order to receive both you would need to have either:

- A Freesat box **AND** a Sky box, or
- A TV with integrated Freesat **AND** a separate Sky box

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

**FORCE EDIT: IF FREESAT ONLY AT S71 SET S69 TO NO  
IF SKY ONLY AT S71 SET S68 TO NO****ASK IF SKY IS SATELLITE PROVIDER***[S69 = SKY (CODE 1 OR 2)]***S75 SHOW SCREEN**

MP

Which of the following Sky set top boxes are connected to this set?

**NOTE: For a more detailed explanation select further information**

SkyQ

Sky+HD

Sky+

Other Sky box

Don't know which type of box

Further information

**ASK IF FREESAT IS SATELLITE PROVIDER****[S68 = FREESAT (CODE 1 OR 2)]****S77 SHOW SCREEN**

MP

Which of the following Freesat services are available on this set?

**NOTE: For a more detailed explanation select further information**

The ability to watch TV programmes in HD

The ability to record TV programmes

Access to catch up TV services from BBC iPlayer, ITV Player, All 4, My 5 and Netflix

None of these

Don't know

Further information

**ASK IF DTT ON SET****[S9A = YES OR S61 = AERIAL OR S63 = AERIAL]****S25 SHOW SCREEN**

SP

**(IF S10A, S11A OR ANY OF S54a-TO S59a or S67a or S72a or S74a= YES)** You have said this set is able to receive TV services via an aerial.

Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial?

**NOTE: For a more detailed explanation select further information**

Yes

No

Don't know

Further information

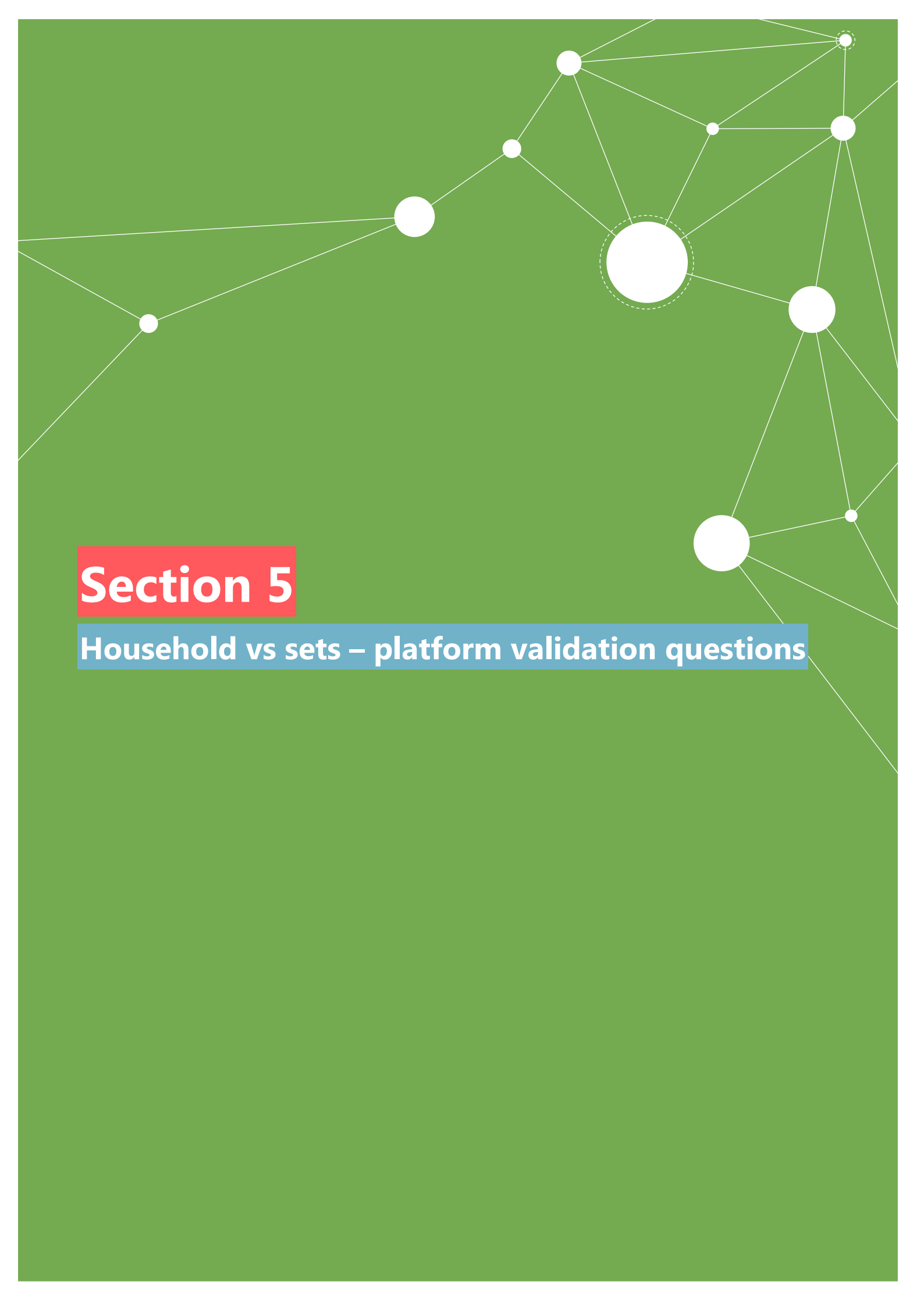
**FORCE EDIT: SET DK TO NO**

| ASK IF DTT ON SET<br>[S9A = YES OR S61 = AERIAL OR S63 = AERIAL] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| S50                                                              | <div>SHOW SCREEN</div> <div>SP</div> <p>(IF S53 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to Freeview HD (<i>in NI only</i>) or Saorview HD? Freeview HD is the high definition service available from Freeview (<i>in NI only</i>) and Saorview HD is the high definition service available from Saorview</p> <p><b>NOTE: For a more detailed explanation select further information</b></p> <p>Yes<br/>No<br/>Don't know<br/>Further information</p> |
| FORCE EDIT: SET DK TO NO                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

| ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET<br>[S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| S73                                                                                                       | <p><b><u>SHOW SCREEN</u></b></p> <p>You have said this set is able to receive TV services via</p> <p>YouView (IF S67a=Yes)<br/>TalkTalk (IF S54a=Yes)<br/>BT Vision or BT TV (IF S55a=Yes)<br/>Plusnet (IF S72a=Yes)</p> <p>[If 1 of these platforms]<br/>Can this set top box be used to record TV programmes?</p> <p>[If 2+ of these platforms]<br/>Can any of these set top boxes be used to record TV programmes?</p> <p><b>NOTE: For a more detailed explanation select further information</b></p> <p>[only list platforms received]<br/>Yes - YouView<br/>Yes - TalkTalk<br/>Yes - BT Vision or BT TV<br/>Yes - Plusnet<br/>No<br/>Don't know<br/>Further information</p> |
| FORCE EDIT: SET DK TO NO                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET<br>[S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| S76                                                                                                       | <p><b><u>SHOW SCREEN</u></b></p> <p>[If 1 of these platforms]<br/>Do you receive HD channels via this set top box?</p> <p>[If 2+ of these platforms]<br/>Do you receive HD channels via any of these set top boxes?</p> <p><b>NOTE: For a more detailed explanation select further information</b></p> <p>[only list platforms received]<br/>Yes - YouView<br/>Yes - TalkTalk<br/>Yes - BT Vision or BT TV<br/>Yes - Plusnet<br/>No<br/>Don't know<br/>Further information</p>                                                                                                                                                                                                   |
| FORCE EDIT: SET DK TO NO                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |



| ASK FOR ALL SETS INCLUDED IN SET LOOP (EXCLUDING STORED AWAY AT S3) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| S51                                                                 | <p>(S75 = SkyQ OR S75 = Sky+ HD OR S75 = Sky+ OR S77 = 2 OR S24 = 1 OR S25 = 1 OR S73= YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet</p> <p>Apart from the</p> <ul style="list-style-type: none"> <li>(S75=1) SkyQ box</li> <li>(S75=2) Sky+ HD box</li> <li>(S75=3) Sky+ box</li> <li>(S77=2) Freesat+ box</li> <li>(S24=1) Cable, V+, TiVo or V6 box</li> <li>(S25=1) Freeview (<i>in NI only</i>) or Saorview recorder</li> <li>(S73= YouView) YouView box</li> <li>(S73= TalkTalk) TalkTalk box</li> <li>(S73= BT) BT Vision or BT TV box</li> <li>(S73= Plusnet) Plusnet box</li> </ul> <p>Do you have any</p> <p>other &lt;S77=2 or S24=1 or S25=1 or S73=YouView or S73= TalkTalk or S73= BT or S73= Plusnet&gt;</p> <p>equipment connected to or integrated into this set that allows you to record TV programmes?</p> <p>Yes</p> <p>No</p> <p>Don't know</p> | SP |
| ASK IF ANOTHER RECORDER CLAIMED                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| [S51=YES]                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| S38                                                                 | <p><b>SHOW SCREEN</b></p> <p>In which ways do the recorders connected or integrated into this set record and store TV programmes?</p> <ul style="list-style-type: none"> <li>On to a recorder integrated into the TV set</li> <li>On to a separate digital video recorder (including a separate hard drive)</li> <li>On to DVD or Blu-ray discs</li> <li>On to Video Tapes</li> <li>On to a USB / Dongle</li> <li>Other (specify)</li> <li>Don't know</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                            | MP |
| FORCE EDIT: SET DK TO NONE OF THESE                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| [S38 NOT ONTO DVD/BLU RAY DISCS]                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| S52                                                                 | <p>Do you have a DVD or Blu-ray <b>player</b> connected to or integrated into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs.</p> <p>This player will <b>NOT</b> be able to record TV programmes but will be able to play back DVDs or Blu-ray discs.</p> <p>Yes</p> <p>No</p> <p>Don't know</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | SP |
| FORCE EDIT: SET DK TO NO                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| ASK FOR ANY SET WITH NO PLATFORM CLAIMS                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| [S62 = YES]                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| S2                                                                  | <p><b>SHOW SCREEN</b></p> <p>Which of these best describes this television set?</p> <ul style="list-style-type: none"> <li>Temporarily out of order</li> <li>Used only with a games console, computer or DVD or Blu-ray player</li> <li>Working but never used</li> <li>Permanently out of order</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SP |
| REPEAT ABOVE FOR ALL TV SETS                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |



## Section 5

Household vs sets – platform validation questions

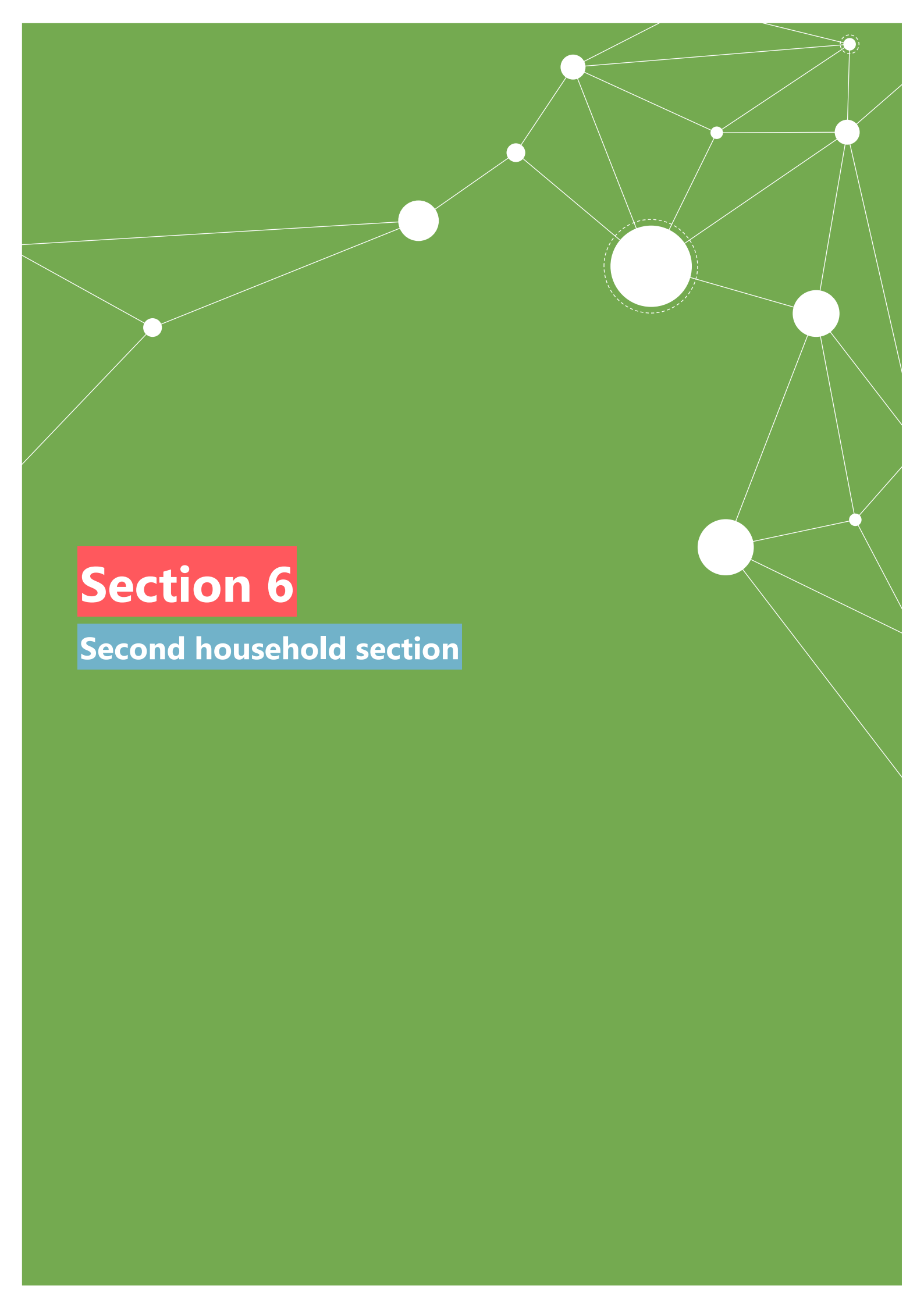
## Household vs Sets – platform validation questions

|                                                                                                                                                                |                                                                                                                                                                                       |                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>FOR 2+ SETS AT H8</b>                                                                                                                                       |                                                                                                                                                                                       |                                                                                                                                                                                      |
| <b>ROTATE THESE QUESTION SECTIONS TO MATCH ORDER OF H64, H65 AND H66</b><br><b>CABLE – H83, H84</b><br><b>SATELLITE – H85, H86</b><br><b>AERIAL – H87, H88</b> |                                                                                                                                                                                       |                                                                                                                                                                                      |
| <b>ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL</b><br><b>[H64=YES AND S10A=NO (FOR ALL SETS)]</b>                                       |                                                                                                                                                                                       |                                                                                                                                                                                      |
| <b>H83</b>                                                                                                                                                     | You said that your household was able to access TV programmes via cable but no set has cable claimed. Are you able to access TV programmes via cable?<br><br>Yes<br>No                | SP<br><br><br>ASK H84                                                                                                                                                                |
| <b>FORCE EDIT: IF NO SET H64 = NO</b>                                                                                                                          |                                                                                                                                                                                       |                                                                                                                                                                                      |
| <b>ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br><b>[H83=YES]</b>                                                                            |                                                                                                                                                                                       |                                                                                                                                                                                      |
| <b>H84</b>                                                                                                                                                     | Which of the sets you have mentioned receives TV programmes from cable TV?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br><br>CODE SETS 1-9<br><br>None of these<br>Don't know     | MP<br><br><br>RECODE S10A AND GO TO S24, S53 FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY<br>INTERVIEWER TO STATE: IN THAT CASE I NEED TO<br>ASK YOU SOME ADDITIONAL QUESTIONS |
| <b>FORCE EDIT: IF NONE/DK SET H64 = NO</b>                                                                                                                     |                                                                                                                                                                                       |                                                                                                                                                                                      |
| <b>ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL</b><br><b>[H65=YES AND S11A=NO (FOR ALL SETS)]</b>                               |                                                                                                                                                                                       |                                                                                                                                                                                      |
| <b>H85</b>                                                                                                                                                     | You said that your household was able to access TV programmes via satellite but no set has satellite claimed. Are you able to access TV programmes via satellite?<br><br>Yes<br>No    | SP<br><br><br>ASK H86                                                                                                                                                                |
| <b>FORCE EDIT: IF NO SET H65 = NO</b>                                                                                                                          |                                                                                                                                                                                       |                                                                                                                                                                                      |
| <b>ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br><b>[H85=YES]</b>                                                                        |                                                                                                                                                                                       |                                                                                                                                                                                      |
| <b>H86</b>                                                                                                                                                     | Which of the sets you have mentioned receives TV programmes from satellite TV?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br><br>CODE SETS 1-9<br><br>None of these<br>Don't know | MP<br><br><br>RECODE S11A AND GO TO S69-S77 FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY<br>INTERVIEWER TO STATE: IN THAT CASE I NEED TO<br>ASK YOU SOME ADDITIONAL QUESTIONS  |
| <b>FORCE EDIT: IF NONE/DK SET H65 = NO</b>                                                                                                                     |                                                                                                                                                                                       |                                                                                                                                                                                      |

|                                                                                                                                                                                 |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK IF DTT CLAIMED AT HH LEVEL AND NO DTT CLAIMED AT SET LEVEL</b><br>[[H66=YES] AND S9A=NO (FOR ALL SETS)]                                                                  |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>H87</b>                                                                                                                                                                      | You said that your household was able to access TV programmes via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV programmes via a TV aerial?                                                    | SP                                                                                                                                                                         |
|                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                   | ASK H88                                                                                                                                                                    |
|                                                                                                                                                                                 | No                                                                                                                                                                                                                                    |                                                                                                                                                                            |
| <b>FORCE EDIT: IF NO SET H66 = NO,</b>                                                                                                                                          |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>ASK IF DTT CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H87=YES]                                                                                                      |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>H88</b>                                                                                                                                                                      | Which of the sets you have mentioned receives TV programmes from a TV aerial?                                                                                                                                                         | MP                                                                                                                                                                         |
|                                                                                                                                                                                 | <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                                                                               |                                                                                                                                                                            |
|                                                                                                                                                                                 | A                                                                                                                                                                                                                                     |                                                                                                                                                                            |
|                                                                                                                                                                                 | CODE SETS 1-9                                                                                                                                                                                                                         | RECODE S9A AND GO TO S14, S25, S50 FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY<br>INTERVIEWER TO STATE: IN THAT CASE I NEED TO<br>ASK YOU SOME ADDITIONAL QUESTIONS |
|                                                                                                                                                                                 | None of these                                                                                                                                                                                                                         |                                                                                                                                                                            |
|                                                                                                                                                                                 | Don't know                                                                                                                                                                                                                            |                                                                                                                                                                            |
| <b>FORCE EDIT: IF NONE/DK SET H66 = NO,</b>                                                                                                                                     |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>ASK IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br>[H112 = BT VISION OR BT TV SET TOP BOX AND S55A=NO (FOR ALL SETS)] |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>H91</b>                                                                                                                                                                      | You said that your household was able to access TV programmes from BT Vision or BT TV set top box but no set has a BT Vision or BT TV set top box claimed. Are you able to access TV programmes via a BT Vision or BT TV set top box? | SP                                                                                                                                                                         |
|                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                   | ASK H92                                                                                                                                                                    |
|                                                                                                                                                                                 | No                                                                                                                                                                                                                                    |                                                                                                                                                                            |
| <b>FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR BT</b>                                                                                                                             |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>ASK IF BT VISION OR BT TV SET TOP BOX CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H91=YES]                                                                           |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>H92</b>                                                                                                                                                                      | Which of the sets you have mentioned receives TV programmes from a BT Vision or BT TV set top box?                                                                                                                                    | MP                                                                                                                                                                         |
|                                                                                                                                                                                 | <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                                                                               |                                                                                                                                                                            |
|                                                                                                                                                                                 | CODE SETS 1-9                                                                                                                                                                                                                         | RECODE S55A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY                                                                                                             |
|                                                                                                                                                                                 | None of these                                                                                                                                                                                                                         |                                                                                                                                                                            |
|                                                                                                                                                                                 | Don't know                                                                                                                                                                                                                            |                                                                                                                                                                            |
| <b>FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR BT</b>                                                                                                                        |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br>[H112= TALKTALK AND S54A=NO (FOR ALL SETS)]                                              |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>H89</b>                                                                                                                                                                      | You said that your household was able to access TV programmes from TalkTalk but no set has TalkTalk claimed. Are you able to access TV programmes via TalkTalk?                                                                       | SP                                                                                                                                                                         |
|                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                   | ASK H100                                                                                                                                                                   |
|                                                                                                                                                                                 | No                                                                                                                                                                                                                                    |                                                                                                                                                                            |
| <b>FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR TALKTALK</b>                                                                                                                       |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>ASK IF TALKTALK CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H89=YES]                                                                                                 |                                                                                                                                                                                                                                       |                                                                                                                                                                            |
| <b>H90</b>                                                                                                                                                                      | Which of the sets you have mentioned receives TV programmes from TalkTalk?                                                                                                                                                            | MP                                                                                                                                                                         |
|                                                                                                                                                                                 | <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                                                                               |                                                                                                                                                                            |
|                                                                                                                                                                                 | CODE SETS 1-9                                                                                                                                                                                                                         | RECODE S54A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY                                                                                                             |
|                                                                                                                                                                                 | None of these                                                                                                                                                                                                                         |                                                                                                                                                                            |
|                                                                                                                                                                                 | Don't know                                                                                                                                                                                                                            |                                                                                                                                                                            |
| <b>FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR TALKTALK</b>                                                                                                                  |                                                                                                                                                                                                                                       |                                                                                                                                                                            |

|                                                                                                                                                                                    |                                                                                                                                                                                                                                                                          |                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| <b>ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br>[H112 =YOUVIEW AND S67A=NO (FOR ALL SETS)]                                                   |                                                                                                                                                                                                                                                                          |                                                                |
| <b>H99</b>                                                                                                                                                                         | You said that your household was able to access TV programmes from YouView but no set has YouView claimed. Are you able to access TV programmes via YouView?                                                                                                             | SP                                                             |
|                                                                                                                                                                                    | Yes                                                                                                                                                                                                                                                                      | ASK H100                                                       |
|                                                                                                                                                                                    | No                                                                                                                                                                                                                                                                       |                                                                |
| <b>FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR YOUVIEW</b>                                                                                                                           |                                                                                                                                                                                                                                                                          |                                                                |
| <b>ASK IF YOUVIEW CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H99=YES]                                                                                                     |                                                                                                                                                                                                                                                                          |                                                                |
| <b>H100</b>                                                                                                                                                                        | Which of the sets you have mentioned receives TV programmes from YouView?                                                                                                                                                                                                | MP                                                             |
|                                                                                                                                                                                    | <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                                                                                                                  |                                                                |
|                                                                                                                                                                                    | CODE SETS 1-9                                                                                                                                                                                                                                                            | RECODE S67A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY |
|                                                                                                                                                                                    | None of these                                                                                                                                                                                                                                                            |                                                                |
|                                                                                                                                                                                    | Don't know                                                                                                                                                                                                                                                               |                                                                |
| <b>FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR YOUVIEW</b>                                                                                                                      |                                                                                                                                                                                                                                                                          |                                                                |
| <b>ASK IF PLUSNET CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br>[H112 =PLUSNET AND S72A=NO (FOR ALL SETS)]                                                   |                                                                                                                                                                                                                                                                          |                                                                |
| <b>H119</b>                                                                                                                                                                        | You said that your household was able to access TV programmes from Plusnet but no set has Plusnet claimed. Are you able to access TV programmes via Plusnet?                                                                                                             | SP                                                             |
|                                                                                                                                                                                    | Yes                                                                                                                                                                                                                                                                      | ASK H100                                                       |
|                                                                                                                                                                                    | No                                                                                                                                                                                                                                                                       |                                                                |
| <b>FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR PLUSNET</b>                                                                                                                           |                                                                                                                                                                                                                                                                          |                                                                |
| <b>ASK IF PLUSNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H99=YES]                                                                                                     |                                                                                                                                                                                                                                                                          |                                                                |
| <b>H120</b>                                                                                                                                                                        | Which of the sets you have mentioned receives TV programmes from Plusnet?                                                                                                                                                                                                | MP                                                             |
|                                                                                                                                                                                    | <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                                                                                                                  |                                                                |
|                                                                                                                                                                                    | CODE SETS 1-9                                                                                                                                                                                                                                                            | RECODE S72A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY |
|                                                                                                                                                                                    | None of these                                                                                                                                                                                                                                                            |                                                                |
|                                                                                                                                                                                    | Don't know                                                                                                                                                                                                                                                               |                                                                |
| <b>FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR PLUSNET</b>                                                                                                                      |                                                                                                                                                                                                                                                                          |                                                                |
| <b>ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL</b><br>[H68=GAMES CONSOLE AND S56A=NO (FOR ALL SETS)]                                        |                                                                                                                                                                                                                                                                          |                                                                |
| <b>H93</b>                                                                                                                                                                         | You said that your household was able to access TV programmes by connecting the TV set to a Games Console but no set has a Games Console claimed. Are you able to access TV programmes by connecting the TV set to a Games Console?                                      | SP                                                             |
|                                                                                                                                                                                    | Yes                                                                                                                                                                                                                                                                      | ASK H94                                                        |
|                                                                                                                                                                                    | No                                                                                                                                                                                                                                                                       | CLEAR H68 RESPONSE FOR CONSOLE                                 |
| <b>FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR CONSOLE</b>                                                                                                                            |                                                                                                                                                                                                                                                                          |                                                                |
| <b>ASK IF GAMES CONSOLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H93=YES]                                                                                               |                                                                                                                                                                                                                                                                          |                                                                |
| <b>H94</b>                                                                                                                                                                         | Which of the sets you have mentioned receives TV programmes by connecting the TV set to a Games Console?                                                                                                                                                                 | MP                                                             |
|                                                                                                                                                                                    | <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                                                                                                                  |                                                                |
|                                                                                                                                                                                    | CODE SETS 1-9                                                                                                                                                                                                                                                            | RECODE S56A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY |
|                                                                                                                                                                                    | None of these                                                                                                                                                                                                                                                            |                                                                |
|                                                                                                                                                                                    | Don't know                                                                                                                                                                                                                                                               |                                                                |
| <b>FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR CONSOLE</b>                                                                                                                       |                                                                                                                                                                                                                                                                          |                                                                |
| <b>ASK IF COMPUTER/TABLET/SMARTPHONE CLAIMED AT HH LEVEL AND NO COMPUTER/TABLET/SMARTPHONE CLAIMED AT SET LEVEL</b><br>[H68=COMPUTER/TABLET/SMARTPHONE AND S57A=NO (FOR ALL SETS)] |                                                                                                                                                                                                                                                                          |                                                                |
| <b>H95</b>                                                                                                                                                                         | You said that your household was able to access TV programmes by connecting the TV set to a computer, tablet or smartphone but no set has a computer claimed. Are you able to access TV programmes on any of your TV sets by connecting a computer/tablet or smartphone? | SP                                                             |
|                                                                                                                                                                                    | Yes                                                                                                                                                                                                                                                                      | ASK H96                                                        |
|                                                                                                                                                                                    | No                                                                                                                                                                                                                                                                       |                                                                |
| <b>FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR COMPUTER</b>                                                                                                                           |                                                                                                                                                                                                                                                                          |                                                                |

|                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| <b>ASK IF COMPUTER/TABLET/SMARTPHONE CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H95=YES]                                                     |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
| <b>H96</b>                                                                                                                                            | Which of the sets you have mentioned receives TV programmes by connecting the TV set to a computer, tablet or smartphone?                                                                                                                                                                                                                                     | MP                                                             |
| <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                               |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
|                                                                                                                                                       | CODE SETS 1-9                                                                                                                                                                                                                                                                                                                                                 | RECODE S57A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY |
|                                                                                                                                                       | None of these                                                                                                                                                                                                                                                                                                                                                 |                                                                |
|                                                                                                                                                       | Don't know                                                                                                                                                                                                                                                                                                                                                    |                                                                |
| <b>FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR COMPUTER</b>                                                                                         |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
| <b>ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL</b><br>[H68=INTERNET AND S58A=NO (FOR ALL SETS)]                          |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
| <b>H97</b>                                                                                                                                            | You said that your household was able to access TV programmes using a 'smart TV' with its own connection to the internet but no set has a 'smart TV' with its own connection to the internet claimed. Are you able to access TV programmes using a 'smart TV' with its own connection to the internet?                                                        | SP                                                             |
|                                                                                                                                                       | Yes                                                                                                                                                                                                                                                                                                                                                           | ASK H98                                                        |
|                                                                                                                                                       | No                                                                                                                                                                                                                                                                                                                                                            |                                                                |
| <b>FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR SMART TV</b>                                                                                              |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
| <b>ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H97=YES]                                                                       |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
| <b>H98</b>                                                                                                                                            | Which of the sets you have mentioned receives TV programmes using 'smart TV' with its own connection to the internet?                                                                                                                                                                                                                                         | MP                                                             |
| <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                               |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
|                                                                                                                                                       | CODE SETS 1-9                                                                                                                                                                                                                                                                                                                                                 | RECODE S58A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY |
|                                                                                                                                                       | None of these                                                                                                                                                                                                                                                                                                                                                 |                                                                |
|                                                                                                                                                       | Don't know                                                                                                                                                                                                                                                                                                                                                    |                                                                |
| <b>FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR SMART TV</b>                                                                                         |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
| <b>ASK IF STB/OTHER DEVICE CLAIMED AT HH LEVEL AND NO STB/OTHER DEVICE CLAIMED AT SET LEVEL</b><br>[H68= STB/OTHER DEVICE AND S74A=NO (FOR ALL SETS)] |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
| <b>H121</b>                                                                                                                                           | You said that your household was able to access TV programmes using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV, but no set has a set top box or other device claimed. Are you able to access TV programmes using a set top box or other device which allows you to connect to the internet? | SP                                                             |
|                                                                                                                                                       | Yes                                                                                                                                                                                                                                                                                                                                                           | ASK H100                                                       |
|                                                                                                                                                       | No                                                                                                                                                                                                                                                                                                                                                            |                                                                |
| <b>FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE</b>                                                                                      |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
| <b>ASK IF STB/OTHER DEVICE CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H121=YES]                                                              |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
| <b>H122</b>                                                                                                                                           | Which of the sets you have mentioned receives TV programmes using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV?                                                                                                                                                                               | MP                                                             |
| <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                               |                                                                                                                                                                                                                                                                                                                                                               |                                                                |
|                                                                                                                                                       | CODE SETS 1-9                                                                                                                                                                                                                                                                                                                                                 | RECODE S74A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY |
|                                                                                                                                                       | None of these                                                                                                                                                                                                                                                                                                                                                 |                                                                |
|                                                                                                                                                       | Don't know                                                                                                                                                                                                                                                                                                                                                    |                                                                |
| <b>FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE</b>                                                                                      |                                                                                                                                                                                                                                                                                                                                                               |                                                                |



# Section 6

Second household section

## Second household section

|                                                                                                                              |                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                                                                                       |                                                                                                                                                                                                                                                                                                              |
| <b>ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+</b><br>[H73 >0]                                                     |                                                                                                                                                                                                                                                                                                              |
| <b>H58 intro</b>                                                                                                             | DO NOT INCLUDE INTRO IF COME DIRECTLY FROM H73<br>Earlier you said that you had <insert number of devices from H73> devices that you use to watch TV via the internet                                                                                                                                        |
| <b>H58</b>                                                                                                                   | <b>SHOW SCREEN</b> SP<br>How often is your computer or tablet ( <b>IF 1 COMPUTER</b> ) are any of your computers or tablets ( <b>IF 2+ COMPUTERS</b> ) used to watch TV programmes via the internet?<br>Daily<br>At least once a week<br>At least once a month<br>Less often than once a month<br>Don't know |
| <b>ES ONLY NOT ESR</b>                                                                                                       |                                                                                                                                                                                                                                                                                                              |
| <b>ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+</b><br>[H73 >0]                                                     |                                                                                                                                                                                                                                                                                                              |
| <b>H59</b>                                                                                                                   | <b>SHOW SCREEN</b> SP<br>How often do you personally use the internet for watching TV programmes?<br>Daily<br>At least once a week<br>At least once a month<br>Less often than once a month<br>Never<br>Don't know                                                                                           |
| <b>ES ONLY NOT ESR</b>                                                                                                       |                                                                                                                                                                                                                                                                                                              |
| <b>ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+</b><br>[WORKING SETS = 0 AND H73 >0] |                                                                                                                                                                                                                                                                                                              |
| <b>H60</b>                                                                                                                   | <b>SHOW SCREEN</b> SP<br>How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home?<br>Daily<br>At least once a week<br>At least once a month<br>Less often than once a month<br>Never<br>Don't know                                 |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |
| <b>ASK ALL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                          |
| <b>H102</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>SHOW SCREEN</b> <span style="float: right;">MP</span> |
| <p>Thinking about your TV viewing in general <b>(IF H73=0)</b><br/>         Now thinking about other ways of watching TV programmes <b>(IF H73&gt;0)</b><br/> <b>(IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8&gt;0 OR H72 = YES])</b><br/>         Apart from the:</p> <p style="margin-left: 40px;">           &lt;insert number of TV sets&gt; TV set(s)<br/>           &lt;insert number of computers&gt; computer(s)<br/>           &lt;insert number of tablets&gt; tablet         </p> <p>Are there any other devices you use to watch TV programmes in your household<br/> <b>(IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES])</b><br/>         Are there any devices you use to watch TV programmes in your household</p> <p style="margin-left: 40px;">           Yes – projector<br/>           Yes – mobile phone<br/>           Yes – other (specify)<br/>           No<br/>           Don't know         </p> |                                                          |
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |
| <b>ASK IF SKY – WITH SUBSCRIPTION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          |
| <i>[S69 = CODE 1]</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          |
| <b>H108</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>SHOW SCREEN</b>                                       |
| <p>Does your Sky TV subscription include any premium Sky Cinema or Sky Sports channels?</p> <p style="margin-left: 40px;">           Yes - Sky Cinema (MP)<br/>           Yes - Sky Sports (MP)<br/>           Yes - both Sky Cinema and Sky Sports (SP)<br/>           No (SP)<br/>           Don't know (SP)         </p> <p style="text-align: right;"><b>FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                          |
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |
| <b>ASK IF CABLE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                          |
| <i>[S10a/b = CODE 1]</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                          |
| <b>H109</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>SHOW SCREEN</b>                                       |
| <p>Does your Cable TV subscription include any premium Sky Cinema or Sky Sports channels?</p> <p><b>NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable</b></p> <p style="margin-left: 40px;">           Yes - Sky Cinema (MP)<br/>           Yes - Sky Sports (MP)<br/>           Yes - both Sky Cinema and Sky Sports (SP)<br/>           No (SP)<br/>           Don't know (SP)         </p> <p style="text-align: right;"><b>FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH</b></p>                                                                                                                                                                                                                                                                                                                                               |                                                          |

|                                                                                                                                                                                                                                                                                            |                           |                  |      |                  |      |                                      |      |    |      |            |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------|------|------------------|------|--------------------------------------|------|----|------|------------|------|
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                                                                                                                     |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>ASK IF YOUVIEW / TALKTALK / BT / PLUSNET</b><br>[S67a OR S54a OR S55a OR S72a = CODE 1]                                                                                                                                                                                                 |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>H125</b>                                                                                                                                                                                                                                                                                | <b><u>SHOW SCREEN</u></b> |                  |      |                  |      |                                      |      |    |      |            |      |
| Does your                                                                                                                                                                                                                                                                                  |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>[Only Include Platforms received]</b>                                                                                                                                                                                                                                                   |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| YouView                                                                                                                                                                                                                                                                                    |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| TalkTalk                                                                                                                                                                                                                                                                                   |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| BT Vision or BT TV set top box                                                                                                                                                                                                                                                             |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Plusnet                                                                                                                                                                                                                                                                                    |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| connection include any premium Sky Cinema or Sky Sports channels?                                                                                                                                                                                                                          |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <table border="0"> <tr> <td>Yes - Sky Cinema</td> <td>(MP)</td> </tr> <tr> <td>Yes - Sky Sports</td> <td>(MP)</td> </tr> <tr> <td>Yes - both Sky Cinema and Sky Sports</td> <td>(SP)</td> </tr> <tr> <td>No</td> <td>(SP)</td> </tr> <tr> <td>Don't know</td> <td>(SP)</td> </tr> </table> |                           | Yes - Sky Cinema | (MP) | Yes - Sky Sports | (MP) | Yes - both Sky Cinema and Sky Sports | (SP) | No | (SP) | Don't know | (SP) |
| Yes - Sky Cinema                                                                                                                                                                                                                                                                           | (MP)                      |                  |      |                  |      |                                      |      |    |      |            |      |
| Yes - Sky Sports                                                                                                                                                                                                                                                                           | (MP)                      |                  |      |                  |      |                                      |      |    |      |            |      |
| Yes - both Sky Cinema and Sky Sports                                                                                                                                                                                                                                                       | (SP)                      |                  |      |                  |      |                                      |      |    |      |            |      |
| No                                                                                                                                                                                                                                                                                         | (SP)                      |                  |      |                  |      |                                      |      |    |      |            |      |
| Don't know                                                                                                                                                                                                                                                                                 | (SP)                      |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH</b>                                                                                                                                                                                                                               |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                                                                                                                     |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET</b><br>[S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]                                                                                                                                                                                       |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>H126</b>                                                                                                                                                                                                                                                                                | <b><u>SHOW SCREEN</u></b> |                  |      |                  |      |                                      |      |    |      |            |      |
|                                                                                                                                                                                                                                                                                            | SP                        |                  |      |                  |      |                                      |      |    |      |            |      |
| Does your                                                                                                                                                                                                                                                                                  |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>[Only Include Platforms received]</b>                                                                                                                                                                                                                                                   |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Sky                                                                                                                                                                                                                                                                                        |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Cable                                                                                                                                                                                                                                                                                      |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| YouView                                                                                                                                                                                                                                                                                    |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| BT Vision or BT TV set top box                                                                                                                                                                                                                                                             |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Plusnet                                                                                                                                                                                                                                                                                    |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| connection include access to the premium BT Sports channels via your <b>TV set</b> ?                                                                                                                                                                                                       |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>NOTE: This does not include BT Sport channels that are only available via an app on a tablet or smartphone</b>                                                                                                                                                                          |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <table border="0"> <tr> <td>Yes</td> <td></td> </tr> <tr> <td>No</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table>                                                                                                                                                    |                           | Yes              |      | No               |      | Don't know                           |      |    |      |            |      |
| Yes                                                                                                                                                                                                                                                                                        |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| No                                                                                                                                                                                                                                                                                         |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Don't know                                                                                                                                                                                                                                                                                 |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>FORCE EDIT: IF DK SET TO NO</b>                                                                                                                                                                                                                                                         |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                                                                                                                     |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>ASK ALL</b>                                                                                                                                                                                                                                                                             |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| <b>H110</b>                                                                                                                                                                                                                                                                                | <b><u>SHOW SCREEN</u></b> |                  |      |                  |      |                                      |      |    |      |            |      |
|                                                                                                                                                                                                                                                                                            | MP                        |                  |      |                  |      |                                      |      |    |      |            |      |
| Do you, or does anyone in your household, subscribe to any of the following ...?                                                                                                                                                                                                           |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Amazon Video/Amazon Prime/LoveFilm                                                                                                                                                                                                                                                         |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Netflix                                                                                                                                                                                                                                                                                    |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| NowTV                                                                                                                                                                                                                                                                                      |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Xbox Live                                                                                                                                                                                                                                                                                  |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Disney Life                                                                                                                                                                                                                                                                                |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| None of these                                                                                                                                                                                                                                                                              |                           |                  |      |                  |      |                                      |      |    |      |            |      |
| Don't know                                                                                                                                                                                                                                                                                 |                           |                  |      |                  |      |                                      |      |    |      |            |      |

|                                                                                                      |                                                                                                                                                                                                                                                                                                                                                  |    |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ES ONLY NOT ESR</b>                                                                               |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H55 INTRO</b> |                                                                                                                                                                                                                                                                                                                                                  |    |
| H22a                                                                                                 | Thinking about your household in general and other ways that TV sets can be used...                                                                                                                                                                                                                                                              |    |
| Intro1                                                                                               |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ES ONLY NOT ESR</b>                                                                               |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES</b>                        |                                                                                                                                                                                                                                                                                                                                                  |    |
| [S57=YES (FOR ANY SET)]                                                                              |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED</b>                        |                                                                                                                                                                                                                                                                                                                                                  |    |
| H22a                                                                                                 | Do you, or does anyone in your household, ever connect a computer or tablet to your TV set(s)?<br>By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads.<br>Yes<br>No<br>Don't know                                                                                                | SP |
| <b>FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET</b>              |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ES ONLY NOT ESR</b>                                                                               |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES</b>                   |                                                                                                                                                                                                                                                                                                                                                  |    |
| [S56A=YES (FOR ANY SET)]                                                                             |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED</b>                        |                                                                                                                                                                                                                                                                                                                                                  |    |
| H22b                                                                                                 | Do you, or does anyone in your household, ever connect a games console to your TV set(s)<br>Yes ASK H23<br>No<br>Don't know                                                                                                                                                                                                                      | SP |
| <b>FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET</b>         |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ES ONLY NOT ESR</b>                                                                               |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET</b>                                               |                                                                                                                                                                                                                                                                                                                                                  |    |
| [H22b = YES]                                                                                         |                                                                                                                                                                                                                                                                                                                                                  |    |
| H23                                                                                                  | <b>SHOW SCREEN</b><br>Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets?<br>Nintendo Wii<br>Nintendo Wii U<br>Nintendo Switch<br>Other Nintendo<br>PS2<br>PS3<br>PS4<br>Other PlayStation<br>Xbox<br>Xbox 360<br>Xbox One<br>Any other games/computer console<br>Don't know | MP |
| <b>ES ONLY NOT ESR</b>                                                                               |                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET</b>                                               |                                                                                                                                                                                                                                                                                                                                                  |    |
| [H22b = YES]                                                                                         |                                                                                                                                                                                                                                                                                                                                                  |    |
| H54                                                                                                  | <b>SHOW SCREEN</b><br>Which of the following do you, or does anyone in your household, use your games console(s) for?<br>To play games<br>To connect to the internet<br>To watch TV programmes<br>To play DVD or Blu-ray discs<br>Other (specify)<br>None of these<br>Don't know                                                                 | MP |

**ES ONLY NOT ESR**

**ASK IF ANY WORKING SET IN THE HOME (HAS A PLATFORM CLAIM OR IS TEMP OUT OF ORDER OR USED WITH A COMPUTER OR FOR PLAY BACK AT S2) AND (THERE ARE NO CLAIMS ON ANY SET FOR A SMART TV OR VIA A GAMES CONSOLE OR VIA A COMPUTER OR TABLET OR SMARTPHONE OR SEPARATE STB/OTHER DEVICE)**

**[FOR ANY SET S2 IS BLANK OR = TEMP OUT OF ORDER OR USED ONLY FOR GAMES OR A COMPUTER OR TO PLAY BACK TAPES OR DVD/BLU-RAY AND S58A NOT = YES AND S56A NOT = YES AND S57 NOT = YES AND S74 NOT = YES AND H54 NOT = TO CONNECT TO THE INTERNET]**

**H78****SHOW SCREEN**

**(If cable, BT, TalkTalk, Youview or Plusnet)** In addition to your

**(IF Cable HH) Cable connection**

**(IF BT HH) BT Vision or BT TV connection**

**(IF TALKTALK HH) TalkTalk connection**

**(IF YOUVIEW HH) YouView connection**

**(IF PLUSNET HH) Plusnet connection**

**(Single Set Household)** Can your TV set be connected to the internet?

**(Multi Set Households)** Can any of your TV sets be connected to the internet?

**(ALL)** This could be either A 'smart TV' with its own connection to the internet or using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV

**NOTE: For a more detailed explanation select further information**

Yes

No

Don't know

Further Information

SP

**FORCE EDIT: SET TO YES IF SET LEVEL CLAIM ON RELEVANT PLATFORM**

**IF 'A SMART TV WITH IT'S OWN CONNECTION TO THE INTERNET (S58A = YES): CODE H78 = YES**

**IF 'BY CONNECTING THE TV TO A GAMES CONSOLE' (S56A = YES): CODE H78 = YES**

**IF 'BY CONNECTING THE TV TO A COMPUTER/TABLET/SMARTPHONE' (S57A = YES): CODE H78 = YES**

**IF 'A SET TOP BOX OR OTHER DEVICE WHICH ALLOWS YOU TO CONNECT TO THE INTERNET (S74A = YES): CODE H78 = YES**

**IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES**

**ES ONLY NOT ESR**

**ASK IF ANY SET CONNECTED TO THE INTERNET AND NO SET RECEIVES TV PROGRAMMES VIA A SMART TV, VIA A CONNECTION TO A GAMES CONSOLE OR VIA CONNECTION TO A COMPUTER OR TABLET OR SMARTPHONE OR SEPARATE STB/OTHER DEVICE) (THEN SKIP TO H81)**

[H78 = YES AND S58A NOT = YES AND S56A NOT = YES AND S57 NOT = YES AND S74 NOT = YES AND H54NOT = TO WATCH TV PROGS]

**H79****SHOW SCREEN**

**If cable, BT, TalkTalk, Youview or Plusnet)** In addition to your

**IF Cable HH)** Cable connection

**(IF BT HH)** BT Vision or BT TV connection

**(IF TALKTALK HH)** TalkTalk connection

**(IF YOUVIEW HH)** YouView connection

**(IF PLUSNET HH)** Plusnet connection

Single Set HH) By which methods or devices can your TV set be connected to the internet?

(Multi Set HH) By which methods or devices can any of your TV sets be connected to the internet?

**(ALL)** This could be either A 'smart TV' with its own connection to the internet or using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV

**NOTE: For a more detailed explanation select further information**

A 'smart TV' with its own connection to the internet

A set top box or other device which allows you to connect to the internet, e.g.  
Amazon Fire, Now TV, Apple TV

By connecting the TV set to a games console

By connecting the TV set to a computer, tablet or smartphone

A connection to a DVD or Blu-ray player that connects to the internet

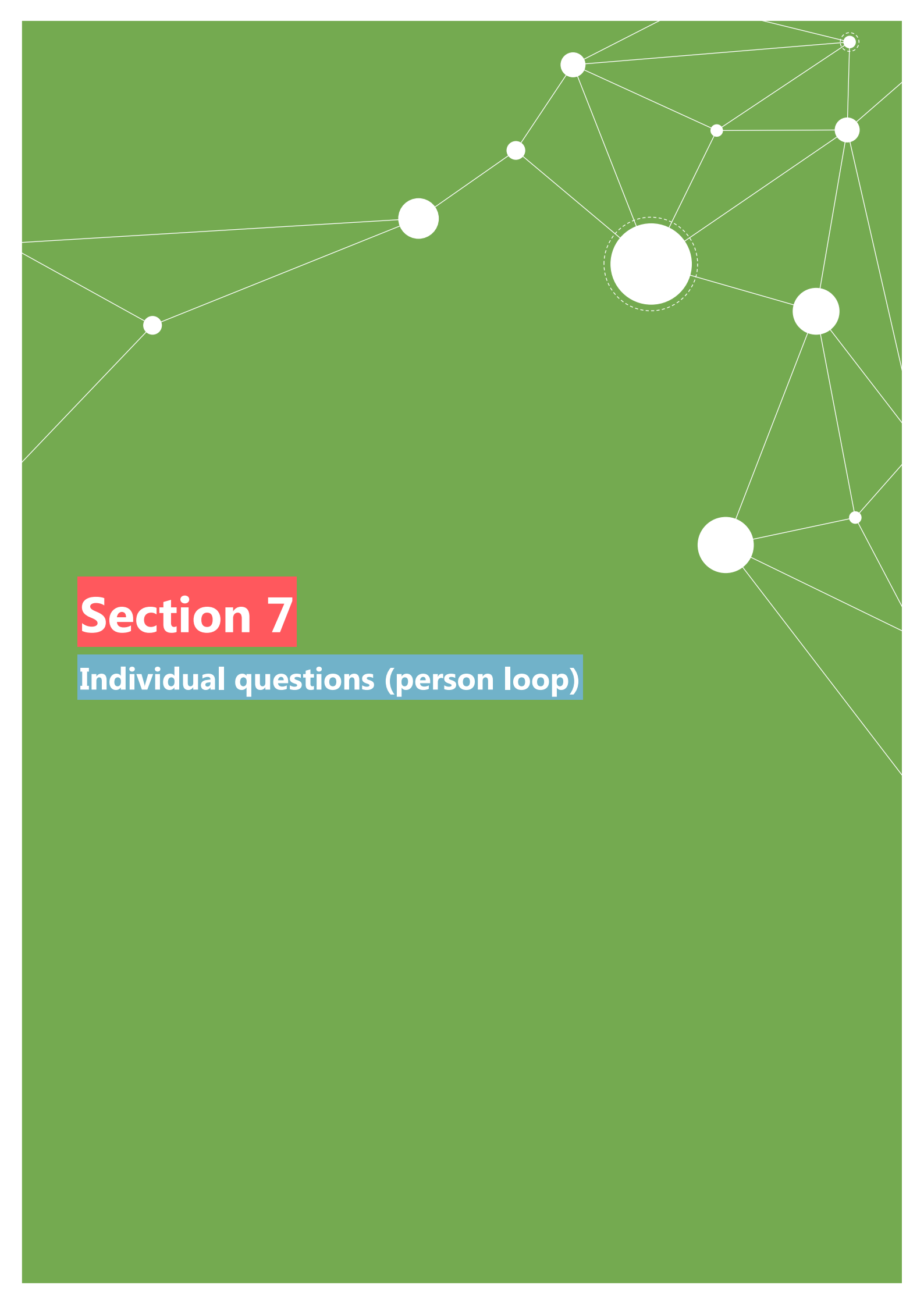
Another device that connects to the internet (Specify)

Further Information

MP

|                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>ASK IF ANY SET CONNECTED</b>                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>'SMART TV WITH ITS OWN CONNECTION TO THE INTERNET (S58A=YES)</p> <p>'BY CONNECTING THE TV SET TO A GAMES CONSOLE (S56A=YES OR H54 = CODE 2)</p> <p>'BY CONNECTING THE TV SET TO A COMPUTER/TABLET/SMARTPHONE (S57A=YES)</p> <p>'A SET TOP BOX OR OTHER DEVICE WHICH ALLOWS YOU TO CONNECT TO THE INTERNET, e.g. AMAZON FIRE, NOW TV, APPLE TV (S74A=YES)</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>H80</b>                                                                                                                                                                                                                                                                                                                                                      | <p><b><u>SHOW SCREEN</u></b></p> <p>You have said that your TV set receives TV programmes by:</p> <p><b>(ANY SET: S57A=YES)</b> Connecting to a computer, tablet or smartphone.</p> <p><b>(ANY SET: S56A=YES OR H54 = CODE 2)</b> Connecting the TV set to a games console</p> <p><b>(ANY SET: S58A=YES)</b> Using its own connection to the Internet, i.e. it's a 'smart TV'</p> <p><b>(ANY SET: S74=YES)</b> Using a set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV</p> <p><b>(Single internet platform claim)</b> In addition to this and your</p> <p><b>(Multiple internet platform claims)</b> In addition to these and your</p> <p><b>(IF Cable HH)</b> Cable connection</p> <p><b>(IF BT HH)</b> BT Vision or BT TV connection</p> <p><b>(IF TALKTALK HH)</b> TalkTalk connection</p> <p><b>(IF YOUVIEW HH)</b> YouView connection</p> <p><b>(IF Plusnet HH)</b> Plusnet connection</p> <p><b>(Single Set HH)</b> are there any other ways that your TV set connects to the internet?</p> <p><b>(Multi Set HH)</b> are there any other ways that your TV sets connect to the internet?</p> <p><b>NOTE: For a more detailed explanation select further information</b></p> <p>A 'smart TV' with its own connection to the Internet <b>REMOVE IF H68 = CODE 1</b> MP</p> <p>A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV <b>REMOVE IF H68 = CODE 2</b></p> <p>By connecting the TV set to a computer, tablet or smartphone <b>REMOVE IF H68 = CODE 4</b></p> <p>By connecting the TV set to a games console <b>REMOVE IF H68 = CODE 3 OR H54 = CODE 2</b></p> <p>A connection to a DVD or Blu-ray player that connects to the internet</p> <p>Another device that connects to the internet (Specify)</p> <p>No</p> <p>Further Information</p> |

|                               |                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>        |                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>ASK IF ANY SET IN HOME</b> |                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>H124</b>                   | <p><b><u>SHOW SCREEN</u></b> SP</p> <p><b>(Single Set HH)</b> Is your TV set capable of showing TV programmes in Ultra High Definition or 4K?</p> <p><b>(Multi Set HH)</b> Are any of your TV sets capable of showing TV programmes in Ultra High Definition or 4K?</p> <p><b>NOTE: For a more detailed explanation select further information</b></p> <p>Yes</p> <p>No</p> <p>Don't know</p> <p>Further Information</p> |



# Section 7

Individual questions (person loop)

## Individual questions (person loop)

|         |                                                                                                                                                        |         |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| ASK ALL |                                                                                                                                                        |         |
| H55     | HOUSEHOLD COMPOSITION                                                                                                                                  |         |
| Intro   | Now I would like you to tell me about the people usually living in your household; by this I mean household members who share a communal living space. |         |
| ASK ALL |                                                                                                                                                        |         |
| H55     | How many individuals are there in your household altogether, including any children and yourself?                                                      | NUM     |
|         | WRITE IN                                                                                                                                               | (00-99) |

## Start of person loop

|                                                                                                                 |                                                                                                                                                                               |    |
|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55                                                          |                                                                                                                                                                               |    |
| IF PERSON 1 GO TO P2 INTRO1, THEN P2                                                                            |                                                                                                                                                                               |    |
| IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2                                                                  |                                                                                                                                                                               |    |
| P2                                                                                                              | (Single person HH (H55=1)) I'm now going to ask some questions about you                                                                                                      |    |
| Intro1                                                                                                          | (Multi person HH (H55>1)) I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order: |    |
|                                                                                                                 | <ul style="list-style-type: none"><li>- you</li><li>- your spouse or partner</li><li>- any children starting with the eldest</li><li>- anyone else</li></ul>                  |    |
| P2                                                                                                              | Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc...) household member                                                                                        |    |
| Intro2                                                                                                          |                                                                                                                                                                               |    |
| FOR PERSON 1 SHOW HEADER 'RESPONDENT'                                                                           |                                                                                                                                                                               |    |
| FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'                                              |                                                                                                                                                                               |    |
| ASK ALL                                                                                                         |                                                                                                                                                                               |    |
| P2                                                                                                              | Record sex of <u>respondent</u> (IF RESPONDENT)                                                                                                                               | SP |
|                                                                                                                 | What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT)                                                                                        |    |
|                                                                                                                 | (MAY NOT BE BLANK)                                                                                                                                                            |    |
|                                                                                                                 | Male                                                                                                                                                                          |    |
|                                                                                                                 | Female                                                                                                                                                                        |    |
| ASK ALL                                                                                                         |                                                                                                                                                                               |    |
| P3                                                                                                              | What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday?                                                  | SP |
|                                                                                                                 | MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER                                                                                                                                |    |
|                                                                                                                 | WRITE IN >                                                                                                                                                                    |    |
|                                                                                                                 | (ALLOW REF)                                                                                                                                                                   |    |
| FORCE EDIT: IF REF SET FROM AGE BAND                                                                            |                                                                                                                                                                               |    |
| SET WORKING VARIABLE FOR USE IN RECRUITMENT IF AGE BAND = 1 (UNDER 16): RANDOMLY ASSIGN TO SUB-BAND 0-3 OR 4-15 |                                                                                                                                                                               |    |



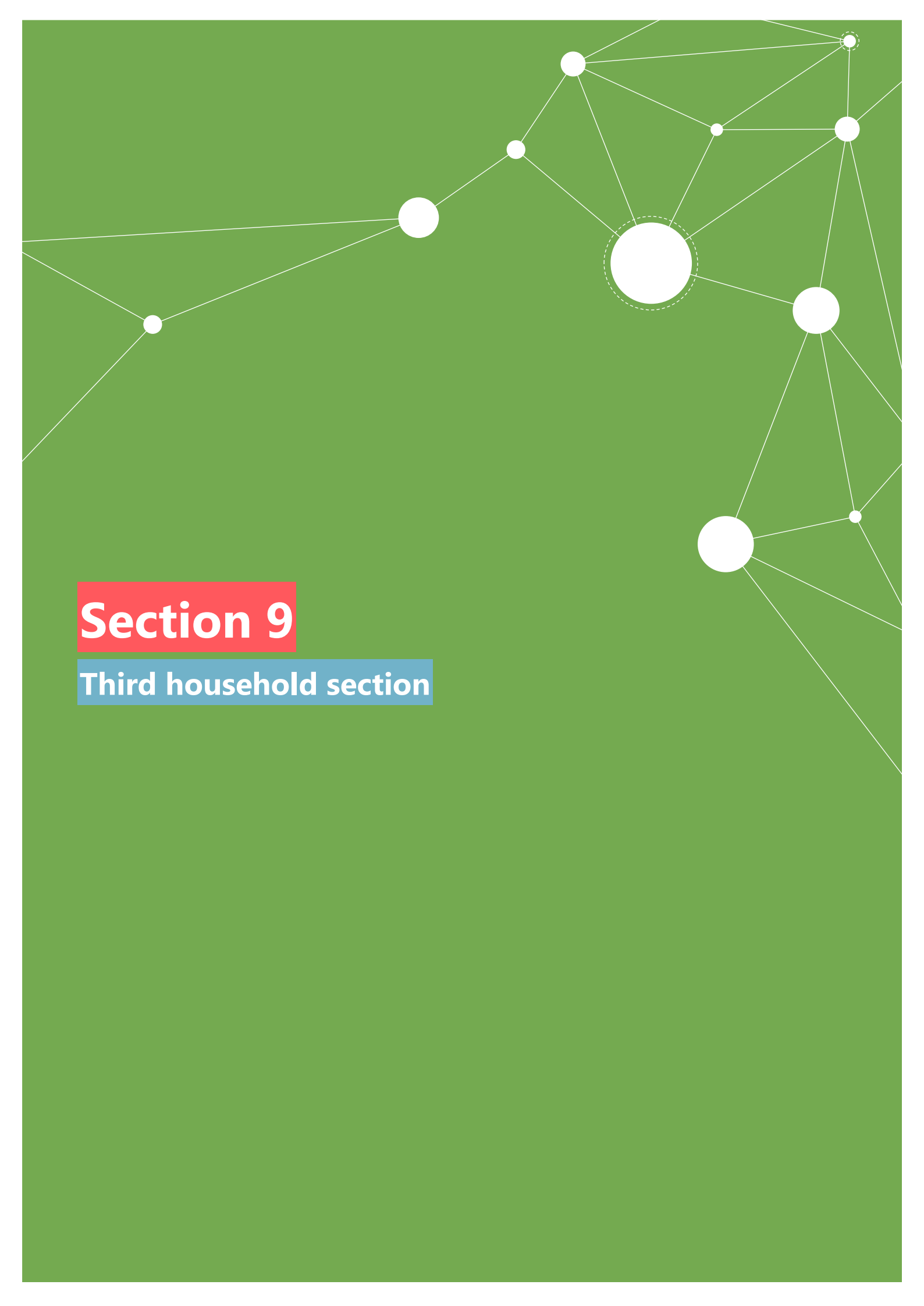
|                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                      |    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF AGE IS DK OR REFUSED [AT P3]</b>                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>P4</b>                                                                                                                                                                                | Record age group household member falls into<br><b>(MAY NOT BE BLANK)</b><br><b>(1<sup>st</sup> ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age</b><br><br>Under 16<br>16-19<br>20-24<br>25-34<br>35-44<br>45-54<br>55-64<br>65-74<br>75+                                                                                                                | SP |
| <b>FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED</b>                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>ASK IF AGE IS DK OR REFUSED [AT P3] AND P4=Under 16</b>                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>P4a</b>                                                                                                                                                                               | INTERVIEWER NOTE: Are you able to determine which of these is applicable to the 0-16 year-old?<br><br>0-3<br>4-9<br>10-15<br>Unable to determine                                                                                                                                                                                                                                                     | SP |
| <b>ASK ONLY FOR THOSE AGED 16+<br/>[P3&gt;15 OR P4 NOT = UNDER 16]</b>                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>P5</b>                                                                                                                                                                                | Are you <b>(IF RESPONDENT)</b> they <b>(IF NOT RESPONDENT)</b> ...<br><b>(MAY NOT BE BLANK)</b><br><br>Married/living as married/civil partnership<br>Single<br>Widowed<br>Divorced/separated                                                                                                                                                                                                        | SP |
| <b>ASK ONLY FOR THOSE AGED 16+<br/>[P3&gt;15 OR P4 NOT = UNDER 16]</b>                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>P9</b>                                                                                                                                                                                | <b>SHOW SCREEN</b><br>What is your <b>(IF RESPONDENT)</b> their <b>(IF NOT RESPONDENT)</b> working status?<br><b>(MAY NOT BE BLANK)</b><br><br>Full time paid work (30+ hours per week)<br>Part time paid work (8-29 hours per week)<br>Part time paid work (under 8 hours per week)<br>Full time education<br>Unemployed (seeking work)<br>Retired<br>Not in paid employment (and not seeking work) | SP |
| <b>FORCE EDIT: SET TO FULL TIME EDUCATION IF TAE (P10) IS 'STILL IN FULL TIME EDUCATION'<br/>SET NOT IN PAID EMPLOYMENT TO EMPLOYED 30+HPW IF PERSON IS CIE AND CIE IS SELF EMPLOYED</b> |                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>ASK IF NOT IN FULL TIME EDUCATION<br/>[P9 NOT = CODE4]</b>                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>P10</b>                                                                                                                                                                               | <b>SHOW SCREEN</b><br>At what age did you <b>(IF RESPONDENT)</b> they <b>(IF NOT RESPONDENT)</b> complete full time education?<br><br>15 years and under<br>16 years<br>17-18 years<br>19 years and over<br>Still in full time education<br>Don't know<br>Refused                                                                                                                                    | SP |

**FORCE EDIT:****SET TO STILL IN FULL TIME EDUCATION IF (P9) IS 'FULL TIME EDUCATION'****IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 16 THEN SET TAED TO 16 YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 17+ THEN SET TAED TO 17-18 YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS D/E THEN SET TAED TO 16 YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS C2 THEN SET TAED TO 17-18 YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS A/B/C1 THEN SET TAED TO 19+ YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C1 THEN SET TAED TO 17-18 YEARS****I IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS B/C1 THEN SET TAED TO 17-18 YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS A THEN SET TAED TO 19+ YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 15 YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C1 THEN SET TAED TO 16 YEARS****IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS**

|                                                          |                                                                                                                                                                                                                                                                                                                                                                       |    |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13</b>   |                                                                                                                                                                                                                                                                                                                                                                       |    |
| <b>P11</b>                                               | Can you <b>(IF RESPONDENT)</b> this person <b>(IF NOT RESPONDENT)</b> speak Welsh?                                                                                                                                                                                                                                                                                    | SP |
|                                                          | Yes<br>No<br>Don't know                                                                                                                                                                                                                                                                                                                                               |    |
| <b>ASK IF WELSH SPEAKER</b><br><b>[P11=YES]</b>          |                                                                                                                                                                                                                                                                                                                                                                       |    |
| <b>P12</b>                                               | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                                    | SP |
|                                                          | How well do you <b>(IF RESPONDENT)</b> does this person <b>(IF NOT RESPONDENT)</b> speak Welsh?<br><br>Understand, speak, write and read Welsh EXTREMELY WELL<br>Understand, speak, write and read Welsh QUITE WELL<br>Understand, speak, write and read A LITTLE Welsh<br>Can understand and speak SOME Welsh<br>Can understand A LITTLE Welsh<br>Don't know         |    |
| <b>ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15</b> |                                                                                                                                                                                                                                                                                                                                                                       |    |
| <b>P13</b>                                               | Can you <b>(IF RESPONDENT)</b> this person <b>(IF NOT RESPONDENT)</b> speak Gaelic?                                                                                                                                                                                                                                                                                   | SP |
|                                                          | Yes<br>No<br>Don't know                                                                                                                                                                                                                                                                                                                                               |    |
| <b>ASK IF GAELIC SPEAKER</b><br><b>[P13=YES]</b>         |                                                                                                                                                                                                                                                                                                                                                                       |    |
| <b>P14</b>                                               | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                                    | SP |
|                                                          | How well do you <b>(IF RESPONDENT)</b> / does this person <b>(IF NOT RESPONDENT)</b> speak Gaelic?<br><br>Understand, speak, write and read Gaelic EXTREMELY WELL<br>Understand, speak, write and read Gaelic QUITE WELL<br>Understand, speak, write and read A LITTLE Gaelic<br>Can understand and speak SOME Gaelic<br>Can understand A LITTLE Gaelic<br>Don't know |    |
| <b>ASK ALL</b>                                           |                                                                                                                                                                                                                                                                                                                                                                       |    |
| <b>P15</b>                                               | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                                    | SP |
|                                                          | Are your <b>(IF RESPONDENT)</b> their <b>(IF NOT RESPONDENT)</b> day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?<br><br><b>Note: Please include any health problems related to old age</b><br><br>Yes – limited a lot<br>Yes – limited a little<br>No<br>Refused                |    |

| ASK ALL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|---------------|----------|----------|---------|----------|--------|---------|------------|-----------|------------|------------|-----------|---------------|-----------|----------|---------|----------|------------|---------|-------|---------------|---------|----------|--------|-------|----------|------------|--|--------|----------|--|
| P16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>SHOW SCREEN</b>                                              | SP            |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Which of these ethnic backgrounds do you consider <b>yourself (IF RESPONDENT)</b> this person (IF NOT RESPONDENT) to belong to?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| White <ul style="list-style-type: none"> <li>– English/Welsh/Scottish/Northern Irish/British</li> <li>– Irish</li> <li>– Gypsy or Irish Traveller</li> <li>– Any other White background (specify)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Mixed/multiple ethnic groups <ul style="list-style-type: none"> <li>– White and Black Caribbean</li> <li>– White and Black African</li> <li>– White and Asian</li> <li>– Any other mixed/multiple ethnic background (specify)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Asian/Asian British <ul style="list-style-type: none"> <li>– Indian</li> <li>– Pakistani</li> <li>– Bangladeshi</li> <li>– Chinese</li> <li>– Any other Asian background (specify)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Black/African/Caribbean/Black British <ul style="list-style-type: none"> <li>– African</li> <li>– Caribbean</li> <li>– Any other African/Caribbean background (specify)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Any other ethnic background <ul style="list-style-type: none"> <li>– Arab</li> <li>– Any other ethnic group (specify)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Refused (Code from list to continue)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| ASK IF ANY OTHER WHITE BACKGROUND AT P16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| P16a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16</b> | SP            |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| <table border="0"> <tbody> <tr> <td>Albanian</td> <td>German</td> <td>Russian</td> </tr> <tr> <td>American</td> <td>Greek</td> <td>Serbian</td> </tr> <tr> <td>Australian</td> <td>Hungarian</td> <td>Slovakian</td> </tr> <tr> <td>Brazilian</td> <td>Italian</td> <td>South African</td> </tr> <tr> <td>Bulgarian</td> <td>Latvian</td> <td>Spanish</td> </tr> <tr> <td>Canadian</td> <td>Lithuanian</td> <td>Swedish</td> </tr> <tr> <td>Czech</td> <td>New Zealander</td> <td>Turkish</td> </tr> <tr> <td>Estonian</td> <td>Polish</td> <td>Other</td> </tr> <tr> <td>European</td> <td>Portuguese</td> <td></td> </tr> <tr> <td>French</td> <td>Romanian</td> <td></td> </tr> </tbody> </table> |                                                                 |               | Albanian | German   | Russian | American | Greek  | Serbian | Australian | Hungarian | Slovakian  | Brazilian  | Italian   | South African | Bulgarian | Latvian  | Spanish | Canadian | Lithuanian | Swedish | Czech | New Zealander | Turkish | Estonian | Polish | Other | European | Portuguese |  | French | Romanian |  |
| Albanian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | German                                                          | Russian       |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| American                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Greek                                                           | Serbian       |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Australian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Hungarian                                                       | Slovakian     |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Brazilian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Italian                                                         | South African |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Bulgarian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Latvian                                                         | Spanish       |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Canadian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Lithuanian                                                      | Swedish       |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Czech                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | New Zealander                                                   | Turkish       |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Estonian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Polish                                                          | Other         |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| European                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Portuguese                                                      |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| French                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Romanian                                                        |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| ASK IF ANY OTHER ASIAN BACKGROUND AT P16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                 |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| P16b                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16</b> | SP            |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| <table border="0"> <tbody> <tr> <td>Afghan</td> <td>Japanese</td> <td>Thai</td> </tr> <tr> <td>Bengali</td> <td>Korean</td> <td>Turkish</td> </tr> <tr> <td>Filipino</td> <td>Malaysian</td> <td>Vietnamese</td> </tr> <tr> <td>Indonesian</td> <td>Mauritian</td> <td>Other</td> </tr> <tr> <td>Irani</td> <td>Nepalese</td> <td></td> </tr> <tr> <td>Iraqi</td> <td>Sri Lankan</td> <td></td> </tr> </tbody> </table>                                                                                                                                                                                                                                                                              |                                                                 |               | Afghan   | Japanese | Thai    | Bengali  | Korean | Turkish | Filipino   | Malaysian | Vietnamese | Indonesian | Mauritian | Other         | Irani     | Nepalese |         | Iraqi    | Sri Lankan |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Afghan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Japanese                                                        | Thai          |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Bengali                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Korean                                                          | Turkish       |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Filipino                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Malaysian                                                       | Vietnamese    |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Indonesian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Mauritian                                                       | Other         |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Irani                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Nepalese                                                        |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |
| Iraqi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Sri Lankan                                                      |               |          |          |         |          |        |         |            |           |            |            |           |               |           |          |         |          |            |         |       |               |         |          |        |       |          |            |  |        |          |  |

|                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ES ONLY NOT ESR</b>                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| <b>ASK IF NOT AGED 1, 2 or 3 [AT P3]</b>        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| <b>P17</b>                                      | <b>(RESPONDENT [LOOP 1] ONLY)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| Intro1                                          | The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.                                                                                                                                                                                                                                                                |    |
| <b>P17</b>                                      | <b>(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)</b>                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| Intro2                                          | <b>(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16)</b><br>Again I'm going to ask about ownership of a mobile phone.<br><br>Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say 'Refused'.                                                                                                                                                                                                          |    |
| <b>P17</b>                                      | <b><u>SHOW SCREEN</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                              | SP |
|                                                 | <b>(IF RESPONDENT)</b> Do you have your own mobile phone?<br><b>(IF NOT RESPONDENT)</b> Does this person have their own mobile phone?<br><br>Yes<br>No<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                                        |    |
| <b>ES ONLY</b>                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| <b>ASK IF OWN A MOBILE PHONE</b>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| <b>[P17=YES]</b>                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| <b>P18</b>                                      | <b><u>SHOW SCREEN</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                              | SP |
|                                                 | <b>(IF RESPONDENT)</b> Does this mobile phone allow you to access the internet and watch videos or TV programmes?<br><b>(IF NOT RESPONDENT)</b> Does this mobile phone allow this person to access the internet and watch videos or TV programmes?<br><br><b>INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE.</b><br><br>Yes<br>No<br>Don't know<br>Refused |    |
| <b>LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |



# Section 9

Third household section

## Third household section

|                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK IF MULTI PERSON HH</b><br>[H55>1]                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>H25</b><br>Intro                                                             | Thinking about all the people in your household...                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>ASK IF WELSH SPEAKER IN THE HOME</b><br>[ANY PERSON CODE 1,2,3 or 4 AT P12]  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>H25</b>                                                                      | <b>SHOW SCREEN</b> <span style="float: right;">SP</span><br>What language do you prefer to speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )<br>What language does the household use most of the time? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )<br>Welsh<br>English<br>Welsh and English equally<br>Welsh and other language other than English (equally)<br>Other<br>Don't know                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>ES ONLY NOT ESR</b>                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>ASK IF GAELIC SPEAKER IN THE HOME</b><br>[ANY PERSON CODE 1,2,3 or 4 AT P14] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>H26</b>                                                                      | <b>SHOW SCREEN</b> <span style="float: right;">SP</span><br>What language do you prefer to speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )<br>What language does the household use most of the time? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )<br>Gaelic<br>English<br>Gaelic and English equally<br>Gaelic and other language other than English (equally)<br>Other<br>Don't know                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>ES ONLY NOT ESR</b>                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>ASK ALL</b><br>[P16 = ASIAN/ASIAN BRITISH]                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>H116</b>                                                                     | <b>SHOW SCREEN</b> <span style="float: right;">MP</span><br>Which [other ( <b>IF H25 or H26 asked</b> )] languages do you speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )<br>Which [other ( <b>IF H25 or H26 asked</b> )] languages do you or other household members use when talking to each other? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )<br>English ( <b>Supress if 'English' or 'Welsh and English equally' at H25 or 'English' or 'Gaelic and English equally' at H26</b> )<br>Polish<br>Panjabi<br>Urdu<br>Bengali<br>Gujarati<br>Arabic<br>French<br>Chinese<br>Portuguese<br>Spanish<br>Tamil<br>Welsh ( <b>Supress if 'Welsh' or 'Welsh and English equally' or 'Welsh and other language...' at H25</b> )<br>Gaelic ( <b>Supress if 'Gaelic' or 'Gaelic and English equally' or 'Gaelic and other language...' at H26</b> )<br>Hindi<br>Other (Specify)<br>None of these |

|                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                          |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                                                                                                                                           |                                                                                                                                                          |           |
| <b>ASK IF more than one option chosen at H116</b>                                                                                                                                                                                                                                                                |                                                                                                                                                          |           |
| <b>ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED</b>                                                                                                                                                                                                     |                                                                                                                                                          |           |
| <b>H117</b>                                                                                                                                                                                                                                                                                                      | <b><u>SHOW SCREEN</u></b>                                                                                                                                | <b>SP</b> |
| Which is the main language Spoken in your household?                                                                                                                                                                                                                                                             |                                                                                                                                                          |           |
| English<br>Polish<br>Panjabi<br>Urdu<br>Bengali<br>Gujarati<br>Arabic<br>French<br>Chinese<br>Portuguese<br>Spanish<br>Tamil<br>Welsh<br>Gaelic<br>Hindi<br>Other (Specify)                                                                                                                                      |                                                                                                                                                          |           |
| <b>ASK ALL</b>                                                                                                                                                                                                                                                                                                   |                                                                                                                                                          |           |
| <b>H27</b>                                                                                                                                                                                                                                                                                                       | <b><u>SHOW SCREEN</u></b>                                                                                                                                | <b>MP</b> |
| <b>IF 1 PERSON HOUSEHOLD</b>                                                                                                                                                                                                                                                                                     |                                                                                                                                                          |           |
| Do you work in any of the following occupations?                                                                                                                                                                                                                                                                 |                                                                                                                                                          |           |
| <b>IF 2+ PERSON HOUSEHOLD</b>                                                                                                                                                                                                                                                                                    |                                                                                                                                                          |           |
| Do you or does any member of your household work in any of the following occupations?                                                                                                                                                                                                                            |                                                                                                                                                          |           |
| TV programme production<br>TV broadcasting, planning or scheduling<br>Advertising or media sales for a broadcaster, publisher or online company<br>Journalism for a broadcaster, newspaper, magazine or online publisher<br>For an advertising or media agency<br>For a market research company<br>None of these |                                                                                                                                                          |           |
| <b>ASK IF 2+ ADULTS IN HOME</b>                                                                                                                                                                                                                                                                                  |                                                                                                                                                          |           |
| <b>P3 &gt;15 OR P4 NOT CODE 1</b>                                                                                                                                                                                                                                                                                |                                                                                                                                                          |           |
| <b>H56</b>                                                                                                                                                                                                                                                                                                       | Which of the household members you have mentioned is the Head of Household?                                                                              | <b>MP</b> |
| By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be <b>equally</b> responsible                                          |                                                                                                                                                          |           |
| <b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD</b>                                                                                                                                                                                                                  |                                                                                                                                                          |           |
| <b>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</b>                                                                                                                                                                                                                                                        |                                                                                                                                                          |           |
| <b>ASK IF 2+ ADULTS IN HOME</b>                                                                                                                                                                                                                                                                                  |                                                                                                                                                          |           |
| <b>P3 &gt;15 OR P4 NOT CODE 1</b>                                                                                                                                                                                                                                                                                |                                                                                                                                                          |           |
| <b>H28</b>                                                                                                                                                                                                                                                                                                       | Which of the household members you have mentioned is <b>mainly</b> responsible for the household duties, such as grocery shopping, cooking and cleaning? | <b>MP</b> |
| This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be <b>equally</b> responsible                                                                                                                                                                   |                                                                                                                                                          |           |
| <b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON</b>                                                                                                                                                                                                                        |                                                                                                                                                          |           |
| <b>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</b>                                                                                                                                                                                                                                                        |                                                                                                                                                          |           |



|                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF 2+ ADULTS IN HOME</b><br><b>P3 &gt;15 OR P4 NOT CODE 1</b>                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H29</b>                                                                                                                                                                                                              | Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops?<br><br>In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper.<br>For 2 or more household members to share this responsibility then they must be <b>equally</b> responsible.<br><br><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER</b>                                                | MP |
| <b>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</b>                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>ASK IF 2+ ADULTS IN HOME</b><br><b>P3 &gt;15 OR P4 NOT CODE 1</b>                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H103</b>                                                                                                                                                                                                             | Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services)?<br><br>For 2 or more household members to share this responsibility then they must be <b>equally</b> responsible<br><br><b>NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO</b><br><br><b>LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN</b> | MP |
| <b>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</b>                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>ASK IF 2+ ADULTS IN HOME</b><br><b>P3 &gt;15 OR P4 NOT CODE 1</b>                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H30</b>                                                                                                                                                                                                              | And which of the household members you have mentioned is the chief income earner in your household?<br><br>By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are <b>equal</b> .<br><br><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE</b>                                                                                                                                       | MP |
| <b>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</b>                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>IF MULTI PERSON HH</b><br><b>[H55&gt;1]</b>                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H57</b><br>Intro                                                                                                                                                                                                     | I would now like to check some details about you ( <b>IF RESPONDENT</b> ) household member << <b>INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED</b> >> ( <b>IF NOT RESPONDENT</b> ).                                                                                                                                                                                                                                                                                                                                                                                                                                                 |    |
| <b>ASK ALL</b>                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H57</b>                                                                                                                                                                                                              | <b>IF CIE IS:</b><br><br><b>RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS:</b> Please give full details of your <u>present job</u><br><b>RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS:</b> Please give full details of your <u>previous job</u><br><b>NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS:</b> Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u><br><b>NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS:</b> Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u><br><br>WRITE IN<br>Don't know<br>Refused                                                                             |    |

**ASK ALL**

**H35** What type of firm or organisation do **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)** does **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)** did **(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7))** you **(IF RESPONDENT)** he **(IF CIE IS MALE AT P2 AND NOT RESPONDENT)** she **(IF CIE IS FEMALE AT P2 AND NOT RESPONDENT)** work in?

WRITE IN  
Don't know  
Refused

**ASK ALL**

**H36** What is **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3))** was **(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))** the position held or job title?

**NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary.**

WRITE IN  
Don't know  
Refused

**ASK ALL**

**H37** Are **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)** Is **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)** Were **(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT)** Was **(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT)** you **(IF RESPONDENT)** he **(IF CIE IS MALE AT P2 AND NOT RESPONDENT)** she **(IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT)** self-employed? **PLEASE GIVE DETAILS.**

SP

Yes  
No  
Don't know  
Refused

**ASK IF SELF EMPLOYED**

[H37=YES]

**H38** How many staff do **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)** does **(IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)** did **(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3))** you **(IF RESPONDENT)** he **(IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT)** she **(IF CIE IS FEMALE AT P2 AND NOT RESPONDENT)** employ?

NUM

ENTER NUMERICAL RESPONSE  
Don't know

**ASK ALL**

**H39** What jobs do **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)** does **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)** did **(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))** you **(IF RESPONDENT)** he **(IF CIE IS MALE AT P2 AND NOT RESPONDENT)** she **(IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT)** actually do?

WRITE IN  
Don't know  
Refused

|                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>ASK ALL</b>                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |
| <b>H40</b>                                                           | <p>Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor?</p> <p>Yes – manager<br/>Yes – foreman/supervisor<br/>No<br/>Don't know</p> | SP  |
| <b>ASK IF MANAGER/FOREMAN/SUPERVISOR</b><br>[H40 = YES 9CODE 1 OR 2] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |
| <b>H41</b>                                                           | <p>How many people work at the place?</p> <p>ENTER NUMERICAL RESPONSE<br/>Don't know</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | NUM |
| <b>ASK IF MANAGER/FOREMAN/SUPERVISOR</b><br>[H40 = YES 9CODE 1 OR 2] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |
| <b>H42</b>                                                           | <p>How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for?</p> <p>ENTER NUMERICAL RESPONSE<br/>Don't know</p>                                                                                                             | NUM |
| <b>ASK ALL</b>                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |
| <b>H43</b>                                                           | <p>Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications?</p> <p><b>NOTE: (Apprenticeships, professional qualifications, degrees, diplomas, etc...)</b></p> <p>WRITE IN<br/>Don't know<br/>Refused</p>                                                                                                                                                                                                                                         |     |
| <b>ASK IF CIE IS RETIRED</b><br>[P9= RETIRED]                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |
| <b>H104</b>                                                          | <p><b>IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT</b></p> <p>You said that you/they are retired.</p> <p>Thinking about your/their sources of income:</p> <p>Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.?</p> <p>Yes<br/>No<br/>Don't know<br/>Refused</p>                                                                                                                                                            | SP  |

|                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF CIE IS RETIRED</b><br>[P9= RETIRED]                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| H105                                                                                                    | <p><b>IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)</b></p> <p><b>If Yes at H104</b><br/>In addition to this:</p> <p>Do you/they receive any regular income resulting <u>directly</u> from any of your/their <i>[[if widowed at P5]</i> or your/their spouse's] previous jobs, such as an occupational pension or other allowance?</p> <p>Yes<br/>No<br/>Don't know<br/>Refused</p> | SP |
| <b>ASK IF CIE IS RETIRED</b><br>[P9= RETIRED]                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| H106                                                                                                    | <p><b>IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)</b></p> <p>And do you/they receive any other form of regular income from any other source, such as savings or investments?</p> <p><b>NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis</b></p> <p>Yes<br/>No<br/>Don't know<br/>Refused</p>                  | SP |
| <b>ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT</b><br>[NO / DK OR REF TO EACH OF H104-106]        |                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| H107                                                                                                    | <p><b>INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT.</b></p> <p>IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE.</p> <p>IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'.</p> <p>WRITE IN</p>                                                                                                           |    |
| <b>ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYMENT</b><br>[P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT] |                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| H32                                                                                                     | <p>How long have you (<b>IF RESPONDENT</b>) has household member &lt;&lt;INSERT PERSON NUMBER&gt;&gt; (<b>IF NOT RESPONDENT</b>) been unemployed (<b>IF UNEMPLOYED AT P9</b>) not been in paid employment (<b>IF NOT IN PAID EMPLOYMENT AT P9</b>) for</p> <p>Less than 6 months<br/>More than 6 months<br/>Don't know<br/>Refused</p>                                                                                  | SP |
| <b>ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS</b><br>[H32 = LESS THAN 6 MONTHS]        |                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| H33                                                                                                     | <p>And previously, were you (<b>IF RESPONDENT</b>) they (<b>IF NOT RESPONDENT</b>).</p> <p>In full time employment (30+ hours per week)<br/>In part time employment (8-29 hours per week)<br/>In part time paid employment (&lt;8 hours per week)<br/>In full time education<br/>Don't know<br/>Refused</p>                                                                                                             | SP |

| ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS<br>[H32 = MORE THAN 6 MONTHS] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            |
|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| H34                                                                                       | Is that ....<br><br>Unemployed ( <b>IF UNEMPLOYED AT P9</b> ) Not in paid employment ( <b>IF NOT IN PAID EMPLOYMENT AT P9</b> ) with income other than or in addition to state benefits?<br>Unemployed ( <b>IF UNEMPLOYED AT P9</b> ) Not in paid employment ( <b>IF NOT IN PAID EMPLOYMENT AT P9</b> ) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc.<br>Don't know<br>Refused | SP                         |
| CODE FOR ALL                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            |
| H44                                                                                       | SHOW SUMMARY SCREEN FOR H35-H43<br><br>CODE SOCIAL GRADE<br><br>MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.<br><br>A<br>B<br>C1<br>C2<br>D<br>E                                                                                                                                                                                                                                                                                             | SP                         |
| ES AND ESR ONLY - TEL SAMPLE: DO NOT ASK, FORCE H47=YES.                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            |
| H47                                                                                       | Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over?<br><br>Yes<br>No<br>Don't know                                                                                                                                                                                                                                                                                       | SP                         |
| ES AND ESR ONLY                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            |
| ASK IF TELEPHONE CLAIMED [H47 = YES]                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            |
| H48                                                                                       | Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these?<br><br>Landline<br>Mobile phone<br>Both<br>Other<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                 | MP<br><br><br><br><br>(SP) |
| ES AND ESR ONLY - TEL SAMPLE: PULL THROUGH FROM ECS<br>WITH ANY TELEPHONE [AT H48]        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            |
| H49                                                                                       | What is the Telephone number, including the area code, of the household's main phone or mobile?<br><br>NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number<br><br>WRITE IN<br>Refused                                                                                                                                                                                                                                   |                            |
| ASK ALL                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            |
| TEL AND ESR SAMPLE: DO NOT ASK IF "Named individual" WAS SELECTED IN TEL INTRO (P.7)      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            |
| INFN                                                                                      | RECORD: RESPONDENTS NAME (IN FULL)<br>PLEASE TYPE TITLE (MR/MRS/MISS) FIRST NAME SURNAME<br>FOR EXAMPLE: mr john practice<br><br>WRITE IN<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                                 |                            |

**ASK ALL**

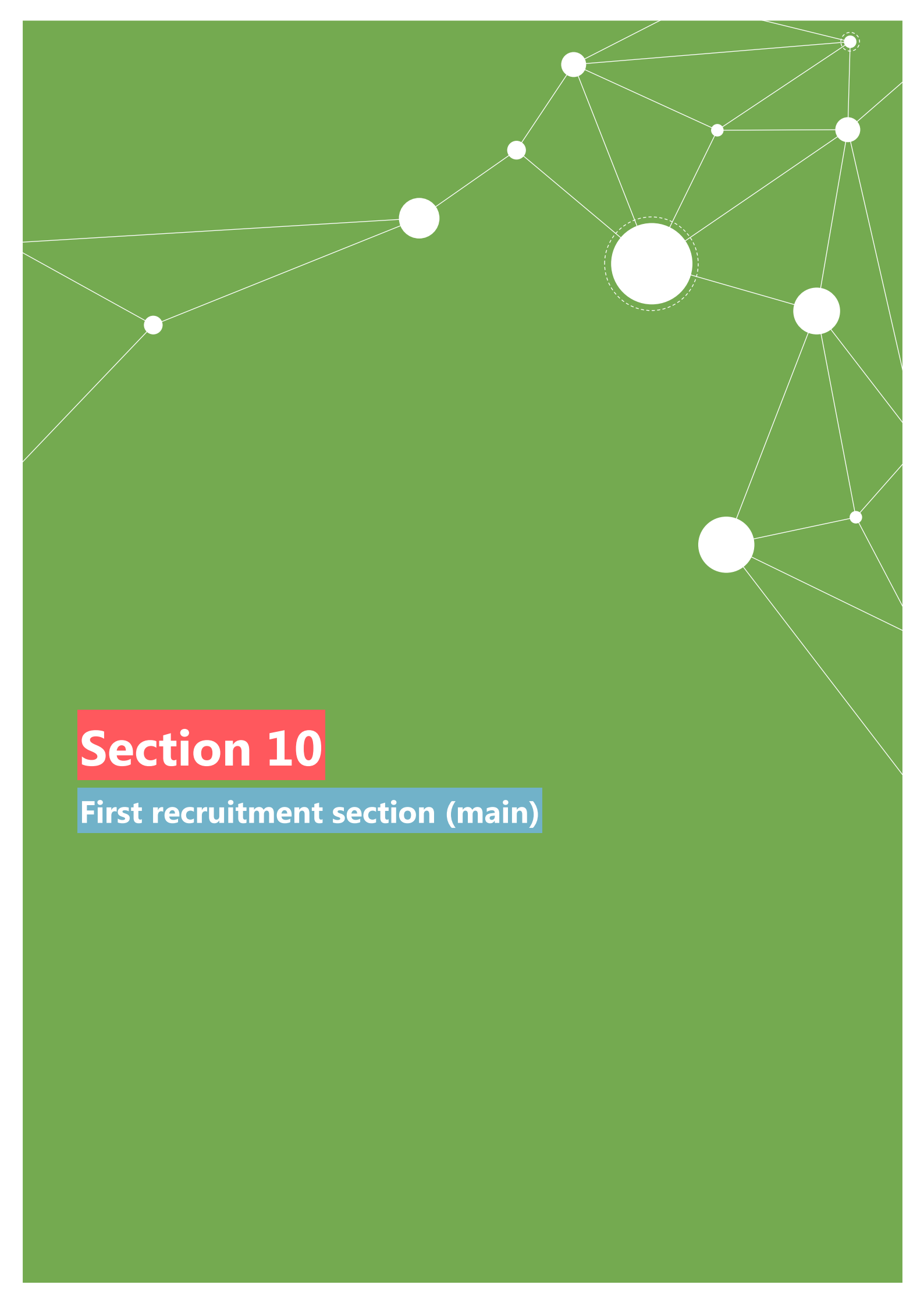
**ADD** Can I ask you to confirm that I have your correct address details?  
**2016** DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION  
 Yes  
 No – amend address

**ES ONLY NOT ESR****ASK ALL**

**H50** Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. The contact would be from a research company working on behalf of BARB. SP  
 Yes  
 No

**ES ONLY NOT ESR****ASK IF H50 = NO AND HH NOT CHOSEN FOR RECRUITMENT**

**H118** Thank you. SP  
 BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK.  
 We understand that you would prefer not to be recontacted on behalf of BARB generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested, you would be under no obligation to take part.  
 Yes  
 No  
 Not Asked **[Extra code for interviewers who don't ask this question based on a very definite No at H50]**



# Section 10

First recruitment section (main)

## First recruitment section (main)

| PROBABILITY MATRIX                                                               |                                                                                                                                                    |    |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>PM3</b>                                                                       | Write out subcluster recruitment status (another recruit in subcluster or not).<br>Yes (exit recruitment)<br>No (proceed)                          | SP |
| <b>PM1</b>                                                                       | Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison |    |
| <b>PM2</b>                                                                       | HH eligible for recruitment based on probability matrix / screens to recruitment (Y/N)                                                             |    |
| INTERVIEWER TEST SCRIPT ONLY – ROUTE ALL INTERVIEWS TO RECRUITMENT SECTION       |                                                                                                                                                    |    |
| If selected for recruitment GO TO R2<br>ELSE: exit recruitment - thank and close |                                                                                                                                                    |    |

| ASK ALL IF SELECTED FOR RECRUITMENT                                                                                                                                                                                    |                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <b>R2</b><br><b>intr</b><br><b>o</b>                                                                                                                                                                                   | Thank you very much for answering all of my questions so far. |
| ES ONLY NOT ESR                                                                                                                                                                                                        |                                                               |
| From the answers you have given me today I'd like to ask if your household would consider joining BARB's TV viewing panel. The task is simple and each household member would receive regular rewards for taking part. |                                                               |
| ASK ALL IF SELECTED FOR RECRUITMENT                                                                                                                                                                                    |                                                               |



BARB, the Broadcasters' Audience Research Board, provides audience figures primarily for television programmes, but also audio, video and TV-related content available online.

BARB is jointly owned by the BBC, ITV, Channel 4, UKTV, Channel 5, Sky and the IPA, and provides audience figures to the other major broadcasters in order to give you the programmes that you want to watch:-

**Routing:** Route to appropriate image based on answer given at P16. Codes 1,2,3,4,5,6,7,8,15,16,17,18,19 are shown non-ethnic other. Welsh Postcode respondents are shown Welsh version, unless they are coded as one of the other ethnic backgrounds, in which case they take preference over S4C

These are just some of the broadcasters involved

#### ASK ALL IF SELECTED FOR RECRUITMENT

R2 Ask if H44=CODE (1,2 or 3)

SP

I'd like to explain a bit more about the panel and what's involved and then ask if those in your household would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it.

Is it okay to continue?

Yes

No - not interested (exit recruitment)

Ask if H44=CODE (4,5 or 6).

I'd like to explain a bit more about the panel and what's involved, explain about the rewards for taking part and then ask if those in your household would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it.

**INTERVIEWER NOTE: Please give to the respondent the Panel Reward Scheme leaflet to review and answer any questions they might have.**

Is it okay to continue?

Yes

No - not interested (exit recruitment)

#### ASK IF YES AT R2

**R3** I'm going to show you a short film which explains what you would need to do. I can then answer any questions you might have. SP

**INTERVIEWER NOTE: IF REQUIRED EXPLAIN THAT IT IS BEST FOR ALL HH MEMBERS PRESENT TO HEAR THE EXPLANATION OF THE PANEL REQUIREMENTS**

#### SHOW VIDEO

Confirm video and booklet shown

Yes

No (exit recruitment)

| <b>ASK IF YES AT R3</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>R4 intro</b>         | <b>INTERVIEWER: MAKE SURE THE RESPONDENT UNDERSTANDS THE POINTS BELOW AND CODE ACCORDINGLY:</b><br><br>There are a few points that I would like to highlight from the video you have just seen:<br><br>Your home will be part of the official UK audience measurement panel<br>Information collected will be used by broadcasters to understand it's audience<br>All household members must be committed to taking part (registering themselves when in the room)<br><br>All television sets in your home and all computers (including laptops and tablets) that are capable of connecting to the internet will be measured.<br><br>It is important to remember that it doesn't matter how much or how little television you watch. It is just as important for us to know how little people watch as well as how much<br><br>There are monthly rewards for taking part in the form of points that can be exchanged for goods/vouchers or can be donated to charities.<br><br>Is there anything else that you would like me to explain in more detail? | MP |
| <b>R4</b>               | Would you be willing to help us by becoming a BARB panel home?<br><br>Yes<br>No (exit recruitment)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SP |

| <b>ASK IF WILLING AT R4</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>R5 intro</b>             | That's great.<br><br>In that case I need to collect some more details about you and your household. After that I will give you some more details about the next steps that we need to follow.<br><br><b>IF 1 PERSON HH</b><br>I'd like to start by asking a few more questions about you...<br><br><b>IF 2+ PERSON HH</b><br>I'd like to start by asking a few more questions about each of the people in your household. This will be in the same order as before and start with you. |  |

## Start of recruitment person loop

| <b>ASK FOR ALL HH MEMBERS INCLUDED IN THE MAIN PERSON LOOP</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                           |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>FOR PERSON 1 SHOW HEADER 'RESPONDENT' WITH DETAILS OF THEIR SEX (P2), AGE (P3 OR P4) AND WORKING STATUS (P9).</b><br><br><b>FOR PERSON 2, 3, 4 ETC.</b><br><b>INCLUDE BREAK SCREEN: NOW THINKING ABOUT PERSON NUMBER 2, [/3/4 ETC] MALE / FEMALE [Taken from Sex -P2], AGED ## [taken from P3 OR P4]</b><br><b>DISPLAY HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC' WITH DETAILS OF THEIR SEX (P2), AGE (P3 OR P4) AND WORKING STATUS (P9).</b><br><b>ONCE NAME IS COLLECTED ADD THIS AT THE START OF THE LIST (NAME, SEX, AGE, WORKING STATUS)</b> |                                                                                                                                                                                                                                                                                                                                                           |    |
| <b>ASK IF YES AT R4</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                           |    |
| <b>R5</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>SHOW SCREEN</b><br><br><b>PERSON 1 (RESPONDENT)</b><br>Could you give me your title?<br><br><b>PERSON 2-9</b><br>Could you give me their title?<br><br><div> <div>           Miss<br/>Ms<br/>Mrs<br/>Mr<br/>Dr<br/>Sir         </div> <div>           Lord<br/>Lady<br/>Reverend<br/>Pastor<br/>Vicar<br/>Other (please specify)         </div> </div> | SP |

|                                                                                          |                                                                                                                                                                                                                                    |      |
|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| <b>ASK IF YES AT R4</b>                                                                  |                                                                                                                                                                                                                                    |      |
| <b>R6</b>                                                                                | <b>PERSON 1 (RESPONDENT)</b>                                                                                                                                                                                                       | VERB |
| <b>a/b</b>                                                                               | The name you gave me earlier is <NAME>. Is this correct?                                                                                                                                                                           |      |
|                                                                                          | <b>IF CORRECT ENTER FIRST AND SURNAMES SEPARATELY</b>                                                                                                                                                                              |      |
|                                                                                          | <b>IF NOT CORRECT, QUERY THE CORRECT DETAILS.</b>                                                                                                                                                                                  |      |
|                                                                                          | <b>PERSON 2-9</b>                                                                                                                                                                                                                  |      |
|                                                                                          | Could you give me their name?                                                                                                                                                                                                      |      |
|                                                                                          | <b>ENTER INTO THE BOXES BELOW</b>                                                                                                                                                                                                  |      |
| <b>R6a</b>                                                                               | First name                                                                                                                                                                                                                         |      |
| <b>R6b</b>                                                                               | Surname                                                                                                                                                                                                                            |      |
| <b>DISPLAY RESPONSE AND CHECK BY READING BACK</b>                                        |                                                                                                                                                                                                                                    |      |
| <b>ASK IF YES AT R4</b>                                                                  |                                                                                                                                                                                                                                    |      |
| <b>R7a</b>                                                                               | <b>PERSON 1 (RESPONDENT)</b>                                                                                                                                                                                                       |      |
|                                                                                          | Could you tell me the month and year you were born?                                                                                                                                                                                |      |
|                                                                                          | <b>PERSON 2-9</b>                                                                                                                                                                                                                  |      |
|                                                                                          | Could you tell me the month and year they were born?                                                                                                                                                                               |      |
|                                                                                          | WRITE IN: ENTER IN FORMAT MM / YYYY                                                                                                                                                                                                |      |
|                                                                                          | Don't know (person 2-9 only)                                                                                                                                                                                                       |      |
| <b>DISPLAY RESPONSE AND CHECK BY READING BACK</b>                                        |                                                                                                                                                                                                                                    |      |
| <b>R7a</b>                                                                               | <b>If DK at R7a (only to be routed in once per HH):</b>                                                                                                                                                                            |      |
| <b>exit</b>                                                                              | That's fine. We do need to get the year and month of birth for all household members before we can get your household installed to the panel and I'll talk about this a bit more once I've finished with the rest of the questions |      |
| <b>CHECK DOB AGAINST RESPONSE TO P3</b>                                                  |                                                                                                                                                                                                                                    |      |
| <b>ASK IF R7A NOT EQUAL TO AGE (P3) SKIP IF P3= REF/DK AND AGE DERIVED FROM AGE BAND</b> |                                                                                                                                                                                                                                    |      |
| <b>R7b</b>                                                                               | The year of birth does not agree with the age you gave me earlier.                                                                                                                                                                 | SP   |
|                                                                                          | Which of these is correct?                                                                                                                                                                                                         |      |
|                                                                                          | Age: <display P3 response.                                                                                                                                                                                                         |      |
|                                                                                          | Month and Year of birth <display R8a response>                                                                                                                                                                                     |      |
|                                                                                          | Age                                                                                                                                                                                                                                |      |
|                                                                                          | Month and Year of birth                                                                                                                                                                                                            |      |
| <b>IF AGE IS CORRECT RE ENTER R7a</b>                                                    |                                                                                                                                                                                                                                    |      |
| <b>IF MONTH AND YEAR OF BIRTH IS CORRECT FORCE P3 BASED ON R7a</b>                       |                                                                                                                                                                                                                                    |      |
| <b>ASK IF 2+ PERSON HH AND AGE P3&gt;16 years</b>                                        |                                                                                                                                                                                                                                    |      |
| <b>R8</b>                                                                                | <b>PERSON 1 (RESPONDENT)</b>                                                                                                                                                                                                       | SP   |
|                                                                                          | Are you the parent or guardian of anyone in the household?                                                                                                                                                                         |      |
|                                                                                          | <b>PERSON 2-9</b>                                                                                                                                                                                                                  |      |
|                                                                                          | Are they the parent or guardian of anyone in the household?                                                                                                                                                                        |      |
|                                                                                          | Yes                                                                                                                                                                                                                                |      |
|                                                                                          | No                                                                                                                                                                                                                                 |      |
| <b>ASK IF 2+ PERSON HH AND AGE P3&gt;16 years</b>                                        |                                                                                                                                                                                                                                    |      |
| <b>R9</b>                                                                                | <b>PERSON 1 (RESPONDENT)</b>                                                                                                                                                                                                       | SP   |
|                                                                                          | Are you the child or dependent of anyone in the household?                                                                                                                                                                         |      |
|                                                                                          | <b>PERSON 2-9</b>                                                                                                                                                                                                                  |      |
|                                                                                          | Are they the child or dependent of anyone in the household?                                                                                                                                                                        |      |
|                                                                                          | Yes                                                                                                                                                                                                                                |      |
|                                                                                          | No                                                                                                                                                                                                                                 |      |

**ASK IF 2+ PERSON HH****R10 FOR PERSON 2-9 ONLY** SP**INTERVIEWER PLEASE CODE:**

Is this person present in the room and have they been participating in the questionnaire and recruitment?

By this we mean has the person:

- Been listening to the questions?
- Watched the video / looked at the printed materials?
- Commented on any aspect of the interview?
- Given answers to any of the questions

Yes

No

**End of recruitment person loop / start of recruitment computer loop****ASK FOR ALL COMPUTERS IDENTIFIED AT H51****FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4****ASK IF H51>0****R13 HH WITH 1 COMPUTER/TABLET:****intro** I'd now like to ask some more questions about the computer / tablet in your household**HH WITH 2+ COMPUTERS/TABLETS:****COMPUTER 1:**

I'd now like to ask some more questions about each of the computers / tablets in your household.

Starting with the first one...

**COMPUTER/TABLET 2, 3, 4 ETC.**

Now thinking about your second, third, fourth computer/tablet...

**ASK IF ANY COMPUTER CLAIMED AT H51 AND NOT ALL COMPUTERS ARE TABLETS  
[H51>0 AND H101 NOT = H51]****R13 SHOW SCREEN** SP

Which of the following best describes this computer?

Tablet

Laptop or Notebook computer

Desktop computer

Other (please specify)

Don't know

**IF H101 = H51 SET TO TABLET****ASK FOR ALL COMPUTERS AT H51****R14 SHOW SCREEN** SP

Which of the following best describes ownership of this computer/tablet?

Provided by an employer for the purpose of work

Owned by an individual in the household

Other (please specify)

Don't know

**ASK FOR ALL COMPUTERS AT H51****R15 SHOW SCREEN** SP

What is the make of this computer/tablet?

Acer

Advent

Amazon

Apple

Archus

Asus

Compaq

Dell

Google

Hewlett Packard (HP)

HTC

HuDI

Lenovo

LG

Microsoft

Packard Bell

Samsung

Sony

Toshiba

Self built

Fujitsu

Other (please specify)

|                                                             |                                                                     |
|-------------------------------------------------------------|---------------------------------------------------------------------|
| Don't know                                                  |                                                                     |
| <b>ASK FOR ALL COMPUTERS AT H51</b>                         |                                                                     |
| <b>R16</b>                                                  | <b>SHOW SCREEN</b> SP                                               |
| Which of the following best describes this computer/tablet? |                                                                     |
| In use                                                      |                                                                     |
| Normally in use but temporarily out of order                |                                                                     |
| Not in use but in working order                             |                                                                     |
| Permanently out of order                                    |                                                                     |
| <b>ASK FOR ALL COMPUTERS AT H51</b>                         |                                                                     |
| <b>R17</b>                                                  | When in use is this computer/tablet able to access the internet? SP |
| Yes                                                         |                                                                     |
| No                                                          |                                                                     |
| Don't know                                                  |                                                                     |

## End of recruitment computer loop / Start of contact section

|                  |                                                                                                                                                                                                                                                                                                         |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK ALL</b>   |                                                                                                                                                                                                                                                                                                         |
| <b>R18 intro</b> | Thank you for your answers so far – I just have few more questions for you today.                                                                                                                                                                                                                       |
|                  | The next section is on telephone contact details.                                                                                                                                                                                                                                                       |
|                  | As I mentioned earlier; once this interview is complete we will call you by telephone to confirm your details and to answer any questions you may have thought of before we then agree a time for a technician to visit your home. For this we need a telephone number that we can easily reach you on. |

## Tel No 1 ES and ESR Recontact

|                                                                                            |                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES and ESR Sample</b>                                                                   |                                                                                                                                                                      |
| <b>ASK IF H47 = NO/REF OR H49 = REFUSED</b>                                                |                                                                                                                                                                      |
| <b>R18a</b>                                                                                | Are you able to provide us with a telephone number? SP                                                                                                               |
| <b>NOTE: where available a personal mobile phone number is preferable to a landline</b>    |                                                                                                                                                                      |
| Yes (go to R19a)                                                                           |                                                                                                                                                                      |
| No (go to R18b)                                                                            |                                                                                                                                                                      |
| <b>ES and ESR Sample</b>                                                                   |                                                                                                                                                                      |
| <b>ASK IF R18a = NO</b>                                                                    |                                                                                                                                                                      |
| <b>R18b</b>                                                                                | Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us? SP |
| Yes (go to R19a)                                                                           |                                                                                                                                                                      |
| No (exit recruitment) (go to R32)                                                          |                                                                                                                                                                      |
| <b>ES and ESR Sample</b>                                                                   |                                                                                                                                                                      |
| <b>ASK IF H47 NOT = NO/REF AND H49 NOT REFUSED</b>                                         |                                                                                                                                                                      |
| <b>R18c1</b>                                                                               | To make sure I correctly entered the number you provided earlier, can I ask you give it to me again? NUM                                                             |
| <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b> |                                                                                                                                                                      |
| WRITE IN (if different from H49 go to R18e, else go to R20a)                               |                                                                                                                                                                      |

|                                                                                                                          |                                                                                         |                  |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------|
| <b>ES and ESR Sample</b>                                                                                                 |                                                                                         |                  |
| <b>ASK IF R18c DOES NOT MATCH H49</b>                                                                                    |                                                                                         |                  |
| <b>R18e</b>                                                                                                              | <b>SHOW SCREEN</b>                                                                      | <b>MP</b>        |
| The number I just entered is different from the one I entered earlier. Can I check which of these is the correct number? |                                                                                         |                  |
|                                                                                                                          | No 1 – from H49                                                                         | (go to R20a)     |
|                                                                                                                          | No 2 – from R18c1                                                                       | (go to R20a)     |
|                                                                                                                          | Neither                                                                                 | (return to R19a) |
|                                                                                                                          | Both                                                                                    | (go to R35a)     |
| <b>ES and ESR Sample</b>                                                                                                 |                                                                                         |                  |
| <b>ASK IF R18a = YES or R18b = YES or R18e=Neither</b>                                                                   |                                                                                         |                  |
| <b>R19a</b>                                                                                                              | What is the Telephone number, including the area code?                                  | <b>NUM</b>       |
| <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b>                               |                                                                                         |                  |
|                                                                                                                          | WRITE IN                                                                                | (go to R18c2)    |
| <b>ES and ESR Sample</b>                                                                                                 |                                                                                         |                  |
| <b>ASK IF TELEPHONE NUMBER PROVIDED AT R19a</b>                                                                          |                                                                                         |                  |
| <b>R18c2</b>                                                                                                             | To make sure that I've correctly entered the number, can I ask you give it to me again? | <b>NUM</b>       |
| <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b>                               |                                                                                         |                  |
|                                                                                                                          | WRITE IN (if different from R19a go to R19d1, else go to R20a)                          |                  |
| <b>ES ONLY and ESR Sample</b>                                                                                            |                                                                                         |                  |
| <b>ASK IF R18c2 DOES NOT MATCH R19a</b>                                                                                  |                                                                                         |                  |
| <b>R19d1</b>                                                                                                             | <b>SHOW SCREEN</b>                                                                      | <b>SP</b>        |
| The two numbers I entered are different. Can I check which of these is the correct number?                               |                                                                                         |                  |
|                                                                                                                          | No 1 – from R19a                                                                        | (go to R20a)     |
|                                                                                                                          | No 2 – from R18c2                                                                       | (go to R20a)     |
|                                                                                                                          | Neither                                                                                 | (return to R19a) |
|                                                                                                                          | Both                                                                                    | (go to R35a)     |

**Tel No 1 TEL SAMPLE**

|                                                                                                      |                                                                                                                                                                   |            |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>TEL SAMPLE ONLY</b>                                                                               |                                                                                                                                                                   |            |
| <b>R18d</b>                                                                                          | <b>SHOW SCREEN</b>                                                                                                                                                | <b>SP</b>  |
| Can I check that the telephone number we previously called you on is still valid for this household? |                                                                                                                                                                   |            |
| <b>Display number</b>                                                                                |                                                                                                                                                                   |            |
|                                                                                                      | Yes (go to R20a)                                                                                                                                                  |            |
|                                                                                                      | No (re-enter number at R19b)                                                                                                                                      |            |
| <b>TEL SAMPLE ONLY</b>                                                                               |                                                                                                                                                                   |            |
| <b>ASK IF R18d = NO</b>                                                                              |                                                                                                                                                                   |            |
| <b>R19b</b>                                                                                          | In that case can you give me a telephone number that can be used to contact you? Please include the area code.                                                    | <b>NUM</b> |
| <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b>           |                                                                                                                                                                   |            |
|                                                                                                      | WRITE IN                                                                                                                                                          |            |
|                                                                                                      | Refused – (go to R19c)                                                                                                                                            |            |
| <b>TEL SAMPLE ONLY</b>                                                                               |                                                                                                                                                                   |            |
| <b>ASK IF R19b = REFUSED</b>                                                                         |                                                                                                                                                                   |            |
| <b>R19c</b>                                                                                          | Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us? | <b>SP</b>  |
|                                                                                                      | Yes (go to R19b)                                                                                                                                                  |            |
|                                                                                                      | No (exit recruitment) - (go to R32)                                                                                                                               |            |

|                                                                                            |                                                                                                                                |
|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>TEL SAMPLE ONLY</b>                                                                     |                                                                                                                                |
| <b>ASK IF TELEPHONE NUMBER PROVIDED AT R19c</b>                                            |                                                                                                                                |
| <b>R18c3</b>                                                                               | To make sure that I've correctly entered the number, can I ask you give it to me again? <span style="float: right;">NUM</span> |
| <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b> |                                                                                                                                |
| WRITE IN (if different from R19b go to R19d2, else go to R20a)                             |                                                                                                                                |
| <b>TEL SAMPLE ONLY</b>                                                                     |                                                                                                                                |
| <b>ASK IF R18c3 DOES NOT MATCH R19b</b>                                                    |                                                                                                                                |
| <b>R19d2</b>                                                                               | <b>SHOW SCREEN</b> <span style="float: right;">SP</span>                                                                       |
| The two numbers I entered are different. Can I check which of these is the correct number? |                                                                                                                                |
| No 1 – from R19b                                                                           | (go to R20a)                                                                                                                   |
| No 2 – from R18c3                                                                          | (go to R20a)                                                                                                                   |
| Neither                                                                                    | (return to R19b)                                                                                                               |
| Both                                                                                       | (go to R35a)                                                                                                                   |

**Tel No 2**

|                                                                                            |                                                                                                                                             |
|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK IF R18e / R19d1 / R19d2 NOT = BOTH</b>                                              |                                                                                                                                             |
| <b>R20a</b>                                                                                | And just in case we have a problem contacting you, do you have an alternative number that we can use? <span style="float: right;">SP</span> |
| Yes                                                                                        | (go to R20b)                                                                                                                                |
| No                                                                                         | (go to R36)                                                                                                                                 |
| <b>ASK IF R20a = YES</b>                                                                   |                                                                                                                                             |
| <b>R20b</b>                                                                                | What is this Telephone number, including the area code? <span style="float: right;">NUM</span>                                              |
| <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b> |                                                                                                                                             |
| WRITE IN                                                                                   |                                                                                                                                             |
| <b>ASK IF R20a=YES</b>                                                                     |                                                                                                                                             |
| <b>R20c</b>                                                                                | Again, to make sure that I've correctly entered the number, can I ask you give it to me again? <span style="float: right;">NUM</span>       |
| <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b> |                                                                                                                                             |
| WRITE IN (if different from R20b go to R20d)                                               |                                                                                                                                             |
| <b>ASK IF R20b DOES NOT MATCH R20c</b>                                                     |                                                                                                                                             |
| <b>R20d</b>                                                                                | <b>SHOW SCREEN</b> <span style="float: right;">MP</span>                                                                                    |
| The two numbers I entered are different. Can I check which of these is the correct number? |                                                                                                                                             |
| No 3 – from R20b                                                                           | (go to R35a)                                                                                                                                |
| No 4 – from R20c                                                                           | (go to R35a)                                                                                                                                |
| None                                                                                       | (return to R20b – allow 2 iterations then go to R36)                                                                                        |
| Both                                                                                       | (go to R35b)                                                                                                                                |

**BEST NUMBER/TIME**

|                                                                  |                                                                                |
|------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <b>ASK IF R18e / R19d1 / R19d2 = BOTH OR R20d = No 3 or No 4</b> |                                                                                |
| <b>R35a</b>                                                      | Which is the best number to call you on? <span style="float: right;">SP</span> |
| Number 1/2                                                       |                                                                                |
| Number 2/3/4                                                     |                                                                                |
| <b>ASK IF R20d = BOTH</b>                                        |                                                                                |
| <b>R35b</b>                                                      | Which is the best number to call you on? <span style="float: right;">SP</span> |
| Number 1/2                                                       |                                                                                |
| Number 3                                                         |                                                                                |
| Number 4                                                         |                                                                                |
| <b>ASK ALL</b>                                                   |                                                                                |
| <b>R36</b>                                                       | What is the best time to call you? <span style="float: right;">VERB</span>     |
| WRITE IN                                                         |                                                                                |



## EMAIL

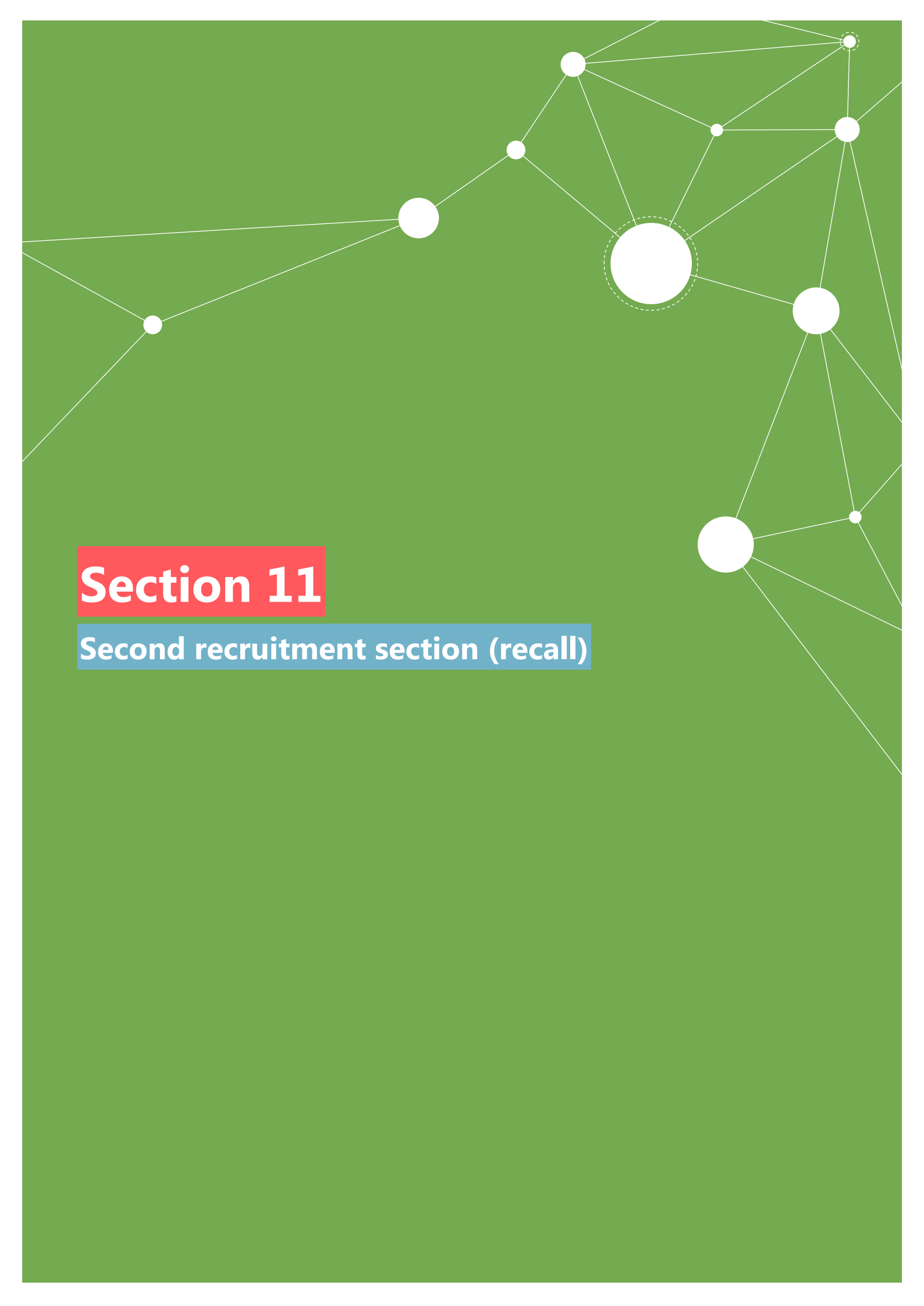
|                           |                                                              |     |
|---------------------------|--------------------------------------------------------------|-----|
| <b>ASK ALL</b>            |                                                              |     |
| <b>R21a</b>               | Do you have an email address that we can use to contact you? | SP  |
|                           | Yes                                                          |     |
|                           | No                                                           |     |
| <b>ASK IF R21a = YES</b>  |                                                              |     |
| <b>R21b</b>               | Could I please record your email address?                    | NUM |
|                           | WRITE IN                                                     |     |
| <b>ASK ALL</b>            |                                                              |     |
| <b>R21c</b>               | <b>SHOW SCREEN</b>                                           | SP  |
|                           | Can you confirm this is the correct email address?           |     |
|                           | Yes (correct email address)                                  |     |
|                           | No                                                           |     |
| <b>IFNO RE-ENTER R21b</b> |                                                              |     |

## CONFIRMATION

|                                          |                                                                                                                                                                                                                                                                                                                                                                                    |    |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK ALL</b>                           |                                                                                                                                                                                                                                                                                                                                                                                    |    |
| <b>R22</b>                               | Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation in the BARB service is not disclosed to any other person or organisation. | SP |
|                                          | Please confirm you are willing for your details to be passed on to BARB commissioned agencies including Kantar Media and RSMB for the purpose of joining the BARB panel?                                                                                                                                                                                                           |    |
|                                          | <b>NOTE: this confirms consent from all HH members</b>                                                                                                                                                                                                                                                                                                                             |    |
|                                          | Yes: agree to join the BARB panel                                                                                                                                                                                                                                                                                                                                                  |    |
|                                          | No: do not agree - (exit recruitment)                                                                                                                                                                                                                                                                                                                                              |    |
|                                          | Revisit necessary                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF R10 = NO FOR ANY HH MEMBER</b> |                                                                                                                                                                                                                                                                                                                                                                                    |    |
| <b>R23</b>                               | INTERVIEWER: NOT ALL HH MEMBERS WERE CODED AS PRESENT AND PARTICIPATED AT R10. PLEASE CONFIRM THAT THIS IS A PROPER RECRUITMENT AND DOES NOT NEED A REVISIT                                                                                                                                                                                                                        | MP |
|                                          | All household members present                                                                                                                                                                                                                                                                                                                                                      |    |
|                                          | Parental agreement for younger children provided                                                                                                                                                                                                                                                                                                                                   |    |
|                                          | Revisit necessary (SP)                                                                                                                                                                                                                                                                                                                                                             |    |

| ASK ALL                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS:<br>PERSON NO, TITLE, FORENAME, SURNAME |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |
| R24<br>intro                                                                          | <p><b>INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS</b></p> <ul style="list-style-type: none"> <li>REVISIT/RECALL from you to confirm all HH adult members are happy to proceed <b>(IF REVISIT NECESSARY CODED AT R22 OR R23)</b></li> <li>RECALL/REVISIT from you to confirm missing DOB for HH members <b>(IF ANY PERSON CODED DK AT R7a)</b></li> <li>WELCOME EMAIL – You will receive an email in the next day or so sent to the email address provided with further details of the next steps in the process <b>(IF EMAIL PROVIDED AT R21b)</b></li> <li>VALIDATION PROCESS: You will be contacted by telephone by Ipsos MORI in the next few days to confirm the details provided and that you have agreed to participate on the panel. Your phone may not recognise this number but we will need to speak to you to confirm that you want to proceed before we can pass your details on.</li> </ul> <p><b>IF NO RECALL/REVISIT REQUIRED ADD “NOTE: If not already done so please ask the participant if they are willing to save ‘Ipsos MORI Validation Team’ as a contact on their mobile phone. The number is <u>01315614532</u>”</b></p> <p>If you don't hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on 01315 614 513</p> <ul style="list-style-type: none"> <li>INSTALLATION DATE ARRANGED: once we have spoken to you and confirmed that you are happy to proceed the details you have provided will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit</li> </ul> |    |
| R24                                                                                   | <p><b>INTERVIEWER: PLEASE CODE ALL THAT APPLY IN THE CHECKLIST BELOW</b></p> <p>Shown video of panel task<br/>Explained the incentives offered for taking part<br/>Left recruitment materials<br/>Explained that all TVs computers and tablets in the home will need to be monitored by connecting a meter to each TV set, and loading an application onto each tablet and computer<br/>Explained that all members of the household need to take part<br/>Explained that taking part involves registering your TV viewing by pressing a button on a remote each time you enter or leave a room where a TV is on<br/>Explained that registering viewing on a tablet or computer is done by clicking/pressing a button on screen<br/>Explained telephone call from Ipsos MORI to confirm participation</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | MP |
| ASK IF R18b = NO                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |
| R32                                                                                   | <p><b>INTERVIEWER: PLEASE CODE MAIN REASON FOR REFUSAL IF STATED</b></p> <p>No telephone in home<br/>Doesn't want to give out number<br/>No reason given<br/>Other (specify)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | SP |
| ASK IF R2=NO OR R3=NO OR R4=NO OR R22=NO                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |
| R34                                                                                   | <p><b>INTERVIEWER: PLEASE CODE ANY REASONS FOR REFUSAL IF STATED</b></p> <p>Not interested in subject matter<br/>Interview too long<br/>Too many questions<br/>Doesn't want to give personal information (date of birth)<br/>Doesn't want computers monitored<br/>Incentive too small<br/>Other family member/partner objection<br/>No reason given<br/>Other (specify)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | MP |

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



# Section 11

Second recruitment section (recall)

**Second recruitment section (revisit) (recall permitted if agreed by RC)**  
**To be used for those requiring a revisit at R22/R23**

**ACCESS VIA ECS – INTERVIEWER TO CONFIRM:**

- **SAMPLE POINT NUMBER**
- **SUBCLUSTER NUMBER**
- **ADDRESS NUMBER**
- **MULTI HH NUMBER (IF APPROPRIATE)]**

**SCRIPT TO DISPLAY TELEPHONE NUMBERS OBTAINED AT H49/R19 AND R20B AND NAME FIELDS OF RESPONDENT R5/6A/6B FOR MAIN PARTICIPANT**

**ASK ALL REQUIRING REVISIT/RECALL**

|            |                                      |      |
|------------|--------------------------------------|------|
| <b>R28</b> | CONFIRM RESPONDENT NAME              | SP   |
|            | DISPLAY RESPONDENT NAME (FROM R6A/B) |      |
|            | Yes                                  |      |
|            | No (WRITE IN)                        | VERB |

**ASK IF R7a exit routed in during main interview**

**R30b** During the main interview we weren't able to confirm the date of birth for all household members:

**intro IF ONE PERSON WITH MISSING DOB DETAILS**

There is 1 person that we still need details for

## IF 2+ PEOPLE WITH MISSING DOB DETAILS

There are <no of people with DK at R7a> people that we still need details for

DISPLAY FOR ALL: TITLE FORENAME SURNAME AGE (from P3 or P4)

As a potential BARB panel member we require a date of birth for everyone in the household. Are you able to provide a date of birth to us?

Yes

No (exit recruitment) - (go to R34)

~~IF NO AT R30b EXIT RECRUITMENT~~

**ASK IF YES AT R30b**

| R30 | LOOP FOR PERSON 2-9 (RECORD PERSON NO)                                                                                                                                                                                                  | SP  |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
|     | Can you tell me the month and year they were born?                                                                                                                                                                                      |     |
|     | <div> <div>Jan</div> <div>May</div> <div>Sep</div> </div> <div> <div>Feb</div> <div>Jun</div> <div>Oct</div> </div> <div> <div>Mar</div> <div>Jul</div> <div>Nov</div> </div> <div> <div>Apr</div> <div>Aug</div> <div>Dec</div> </div> |     |
|     | Don't Know                                                                                                                                                                                                                              |     |
|     | YYYY                                                                                                                                                                                                                                    | NUM |
|     | Don't know                                                                                                                                                                                                                              |     |

***IF R30 = DK***

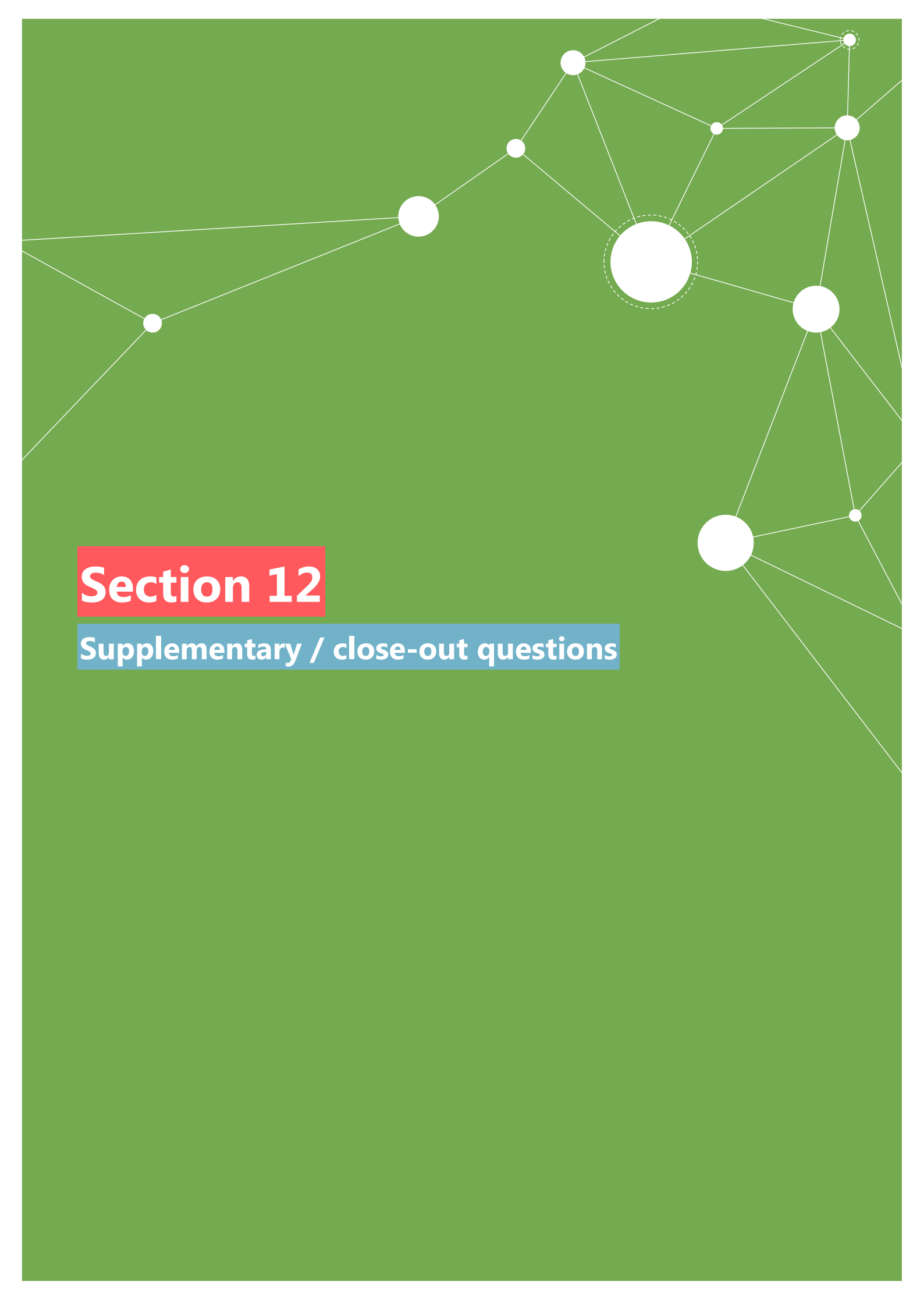
|               |                                                                |    |
|---------------|----------------------------------------------------------------|----|
| <b>REVREF</b> | RECRUITMENT REFUSED – INTERVIEW WILL END AND CANNOT BE RESUMED | SP |
|---------------|----------------------------------------------------------------|----|

**ASK IF R22=REVISIT NECESSARY OR R23=REVISIT NECESSARY**

|     |                                                                                                                             |    |
|-----|-----------------------------------------------------------------------------------------------------------------------------|----|
| R27 | INTERVIEWER NOTE: PLEASE CONFIRM CONSENT FROM THE HOUSEHOLD HAS BEEN RECEIVED<br>Yes<br>No (exit recruitment) - (go to R34) | SP |
|-----|-----------------------------------------------------------------------------------------------------------------------------|----|

| ASK ALL REQUIRING REVISIT/RECALL      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                            |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| R29                                   | CHECK RESPONDENT ADDRESS:<br>Can you confirm your address for me please?<br><b>OUTPUT ADDRESS FROM ECS</b><br><br>CORRECT ADDRESS<br>INCORRECT ADDRESS (WRITE IN)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | SP<br><br><br><br><br>VERB |
| R29<br>exit<br>(from<br>R24<br>intro) | <b>INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS</b><br><br>VALIDATION PROCESS: You will be contacted by telephone by Ipsos MORI in the next few days to confirm the details provided and that you have agreed to participate on the panel <b>NOTE: If not already done so please ask the participant if they are willing to save 'Ipsos MORI Validation Team' as a contact on their mobile phone. The number is 01315614532 – Display contact numbers held</b><br>If you don't hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on 01315 614 513<br><br><ul style="list-style-type: none"> <li>• <b>INSTALLATION DATE ARRANGED:</b> once validated the data will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit</li> </ul> |                            |
| ASK ALL                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                            |
| R31                                   | <b>INTERVIEWER: PLEASE CODE IF THIS WAS A REVISIT OR A RECALL INTERVIEW</b><br><br>Revisit (in-home)<br>Recall (via telephone)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | SP                         |

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



# Section 12

Supplementary / close-out questions

## Supplementary / close out questions

|                |                                                        |    |
|----------------|--------------------------------------------------------|----|
| <b>ASK ALL</b> |                                                        |    |
| <b>ACCOMP</b>  | Were you accompanied by supervisor for this interview? | SP |
|                | Yes (Write in name of accompanier)                     |    |
|                | No                                                     |    |

|                               |                                                                                                                                                                                                             |    |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>JULY INCENTIVE ES ONLY</b> |                                                                                                                                                                                                             |    |
| <b>INCO MM</b>                | ASK IF INCENTIVE SAMPLE CODE 2 (UNCONDITIONAL)<br>INTERVIEWER: Do you have any comments relevant to the advance letter or incentive pilot that the field office or validation team should be made aware of? | SP |
|                               | Yes (enter verbatim)                                                                                                                                                                                        |    |
|                               | No                                                                                                                                                                                                          |    |

|                |                                                                    |    |
|----------------|--------------------------------------------------------------------|----|
| <b>ASK ALL</b> |                                                                    |    |
| <b>LANGXA</b>  | Was this interview carried out in any language other than English? | SP |
|                | Yes                                                                |    |
|                | No                                                                 |    |

|                         |                                                 |                  |
|-------------------------|-------------------------------------------------|------------------|
| <b>IF YES AT LANGXA</b> |                                                 |                  |
| <b>LANGXB</b>           | In which language was this interview conducted? | SP               |
| Arabic                  | Polish                                          | Spanish          |
| Bengali                 | Punjabi                                         | Sylethi          |
| Chinese                 | Russian                                         | Turkish          |
| French                  | Hindi                                           | Urdu             |
| German                  | Igbo                                            | Welsh            |
| Greek                   | Italian                                         | Other (WRITE IN) |
| Gujarati                |                                                 |                  |

|                 |                                                                                                                                               |    |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK ALL</b>  |                                                                                                                                               |    |
| <b>COM MSYN</b> | Do you have any comments relevant to this interview (not the survey itself) that the field office or validation team should be made aware of? | SP |
|                 | Yes (enter verbatim)                                                                                                                          |    |
|                 | No                                                                                                                                            |    |

|                |                                     |    |
|----------------|-------------------------------------|----|
| <b>ASK ALL</b> |                                     |    |
| <b>INTLOC</b>  | Where was this interview conducted? | SP |
|                | At the doorstep                     |    |
|                | Inside the home                     |    |
|                | Other (Please state)                |    |

END OF CLOSE OUT QUESTIONS